

Sakurai User Network

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USER FRIENDLY MACHINE

Sakurai

Proof of Sakurai's advances in the global market!

Drupa 2008 printing equipment exhibition

held May 29 to June 11, 2008, in Düsseldorf, Germany

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Contributed article

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The Sakurai mutual financing association for printing equipment purchases: a 60-year history of ties with our clients

Sakurai User Network

2008 Summer

Vol.13





The Easy-to-Use, Environmentally-Friendly Sakurai Olivers

The OLIVER Series faithfully reproduce nature's colors.

A1-size offset presses

OLIVER 96SD/SDP Series

All-in-One

Modern automation is fully equipped.



OLIVER 496SD A1-size four-color press

Superlative products to guarantee clients satisfaction

Sakurai Graphic Systems Corp. **Sakurai**

Proof of Sakurai's advances in the global market! Drupa 2008 printing equipment exhibition

held May 29 to June 11, 2008, in Düsseldorf, Germany

The annual Drupa 2008, the world's largest printing equipment exhibition, was held at the Düsseldorf Messe in Germany during the two-week period from May 29 to June 11, 2008. A lively affair, this year's exhibition featured 1,971 exhibitors from 52 countries, drawing some 391,000 visitors from 139 countries.



The Sakurai booth bustles with visitors from all over the world.

Full-scale preparations before opening day

At each Drupa exhibition, Sakurai generally exhibits four or five of its latest presses. This year, it exhibited three large-scale multi-color offset presses and one automatic screen press line. (Sakurai's A2-size four-color press for waterless printing was also exhibited at the Toray Industries booth.) The ever-increasing size of the machinery entails longer setup times and more setup staff.

The booth was set up and operated by a truly international team consisting of staff from the British branch of Sakurai, engineers from the local German distributor, and engineers from Japan, with setup work beginning two weeks before opening day. The equipment was lifted in by German heavy crane operators, but Sakurai engineers performed all subsequent unpacking, setup, and test operations.

Once, it was enough to demonstrate printing ability by printing beautiful scenes of Japan. Now it's essential to show off high-



Heavy equipment makes installation a major task.



Equipment setup handled jointly with overseas engineers.

resolution, high-value-added printed materials created using Sakurai products. The dedicated printing engineers worked feverishly to make sure everything was set up perfectly.

A changing worldwide printing press market

With increasing globalization in the printing market over recent years, this year's Drupa saw numerous inquiries from visitors from countries with emerging markets concerning the latest in printing equipment. According to information published by the organizers, the number of visitors from Asia and Central/South America increased dramatically. This event presented an ideal opportunity for Sakurai to make an impression on visitors from regions in which Sakurai has yet to become a familiar name.

Sakurai's history at Drupa

Sakurai first exhibited as a Japanese printing press manufacturer at Drupa 1962. The first products exhibited were letterpresses, which were in their heyday at that time. In the 46 years since, Sakurai has continued to exhibit at Drupa 11 times in succession. This period has seen the evolution of sheet-feed offset presses, followed by single-color and two-color presses in the 1970s and ever-increasing automation and added value, with increasing size and numbers of colors to meet shifting demand since the 1990s.

Sakurai has also gained an enviable reputation among its clients worldwide for its screen-printing presses, which represent a major part of its product range during its more than 40 years in manufacturing. With continual improvements and increased performance, high-speed, sheet-feed cylinder screen presses, perhaps more than any other product category, have helped account for total orders exceeding 5,000 units worldwide.

Sakurai equipment in the limelight

At 891 square meters and featuring four large-scale presses, including a new A1-size five-color offset press with a water-based coater unit and the latest precision screen printing press, the Sakurai booth this year occupied more space than ever before. This space was used to host captivating print demonstrations featuring dazzling images, including commercial photos and metal FX ink mechanical images provided in partnership with the amana inc., as well as demonstrations of waterless printing and water-based and UV coater units.

Making its world premier at Drupa, the Oliver-596SDC earned an even warmer reception than anticipated, with throngs of



Visitors stand in rapt attention as they watch a demonstration of the new Oliver-596SDC.



The Oliver-466SD demonstrates waterless printing at the Toray Industries booth.



The conclusion involving the demonstration materials was especially well-received.



Visitors expressed great interest in demonstrations of fully-automated screen printing presses.



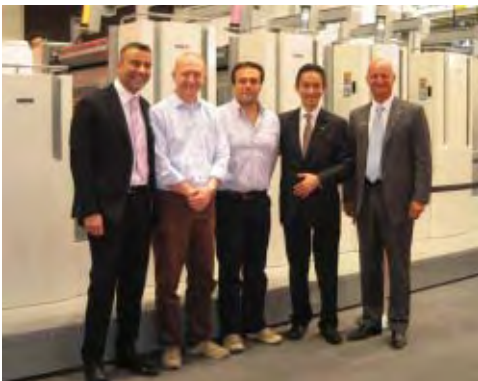
Raising a toast with clients from Italy



Sakurai's Chairman Yoshikuni Sakurai addressing the Sakurai Welcome Party



Cheerful conversation at the party venue



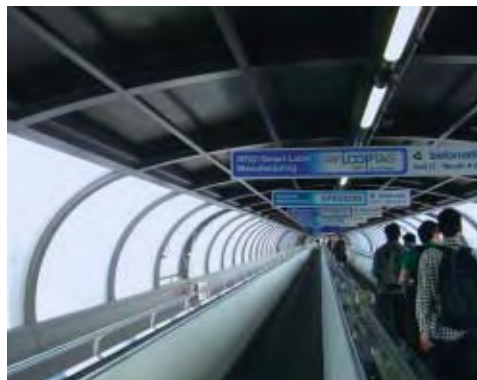
Commemorative photo with clients following order placement



Dinner party organized for a large group of clients from Brazil



Central Düsseldorf bustling with visitors from around the world



The moving walkway at the Drupa venue is incredibly long!

visitors gathering at the start of each printing demonstration. This interest transformed our confidence in the A1-size market into a sense of assurance, and a number of clients subsequently submitted orders – a sign of how this exhibition serves as a springboard for future large-scale press sales.

This year's Drupa also saw a Sakurai Oliver-466SD, exhibited at the Toray Industries booth as a waterless printing press, showing off its potential with printing demonstrations of the environmentally-friendly CTP INNOVA. With the InnoVA, development requires a simple rinse with tap water; no processing fluid is involved.

Screen printing press displays included demonstrations of high-value-added UV screen printing using the Maestro-102SD fully-automated stop-cylinder press, which permits free selection of print size and use of preexisting plates, coupled with a British Natgraph UV dryer. With its large number of independent drive motors, the Maestro-102SD drew considerable interest as the ideal device for screen printing in industrial applications.

Popular overseas distributor party

The Drupa 2008 Sakurai Welcome Party organized by Sakurai was held on June 3 at the Swiss Hotel for various honored guests, including distributors and clients from around the world. The party was attended by more than 100 guests from 40 different countries, and the festive atmosphere helped strengthen links to distributors and clients and provided time for discussions and pledges to achieve further joint progress.

Venue busy with orders from countries worldwide

Signs of the strong ties between distributors and Sakurai staff were evident at the exhibition venue on a daily basis. Distributor managers were seen on numerous occasions raising toasts with the Sakurai staff to celebrate orders received.

Meeting again at the next Drupa

The two-week event concluded successfully on June 11. We look forward to once again meeting our distributors and clients from around the world, to whom we are truly thankful, at the next Drupa.

The next Drupa exhibition is scheduled to be held from May 3 to 16, 2012, at the same location.

Screen printing applications expand in the electronics industry

New MS-80SD launched

Precision fully-automated sheet-feed cylinder screen press



With the exception of water and air, screen printing presses can print onto just about anything, and the continually expanding electronics industry has taken advantage of these capabilities. The Sakurai MS-80SD was developed to meet the anticipated growth in future demand. Its suitability and features are described here.

Increasing use in industrial applications

Screen printing is widely known for producing nameplates, flexible electrical circuit boards, and control panels by printing onto film materials, ultimately for use in products such as cars, motorcycles, and electrical appliances. Increased print precision has also enabled wider use in the electronics sector. For example, screen printing is currently being examined for potential application to organic TFT, solar cells, organic EL displays, FPD, FPC, optical communication devices, RFID, and electronic paper.

Servo drive motors for increased precision

The Sakurai Maestro (MS)-SD Series of precision, fully-automated stop-cylinder screen printing presses was developed to exploit this potential. The MS-SD Series consists of two models: the 102 (maximum printing material dimensions of 1,100 mm x 750 mm) and the 80 (800 mm x 550 mm), both developed with a focus on producing industrial products

that require multi-color overlay printing. The printing unit features an independent drive system based on servo drive motors to ensure overall printed surface precision and uniform printing film thickness.

Targeting screen printing for industrial applications

The MS-80SD was designed for industrial applications, particularly for screen printing in the electronics industry, in which dazzling developments have continued to emerge in recent years. The rigid construction for which the Maestro Series is noted is combined with a high-precision control system to ensure high repeat accuracy and uniform printing film thickness, even with multi-pass multi-color printing and large-lot printing jobs. The screen frame motion and cylinder rotation are driven separately by different servo drive motors for increased print precision and accessibility, dramatically reducing setup times.

Potential MS-80SD applications

● Main features

1. Support for a wide range of sizes
The optimal printing stroke can be selected to enable use of existing plates.
2. Variable printing stroke
Enables selective-area-based printing.
3. Instantaneous print speed adjustment
The print speed can be instantly adjusted to suit printing requirements.
4. Constant-speed printing
The independent squeegee drive

ensures constant print speed from start to finish.

5. Automatic printing position setting

The printing position can be set automatically, rather than relying on operator judgment.

6. Automatic print pressure control

The optimal squeegee pressure can be set, without relying on operator skill.

The MS-80SD also supports client requirements, including functions to prevent scratching films and antistatic measures for accurate automatic printing onto film materials. We urge readers to experience test prints for themselves at Sakurai before considering switching from conventional semi-automated printing to fully-automated printing.

● MS-80SD Specifications

Max sheet size (mm):	800 × 550
Min sheet size (mm):	350 × 270
Max printing size (mm):	720 × 500
Min frame size (mm):	660 × 660
Max frame size (mm):	880 × 880
Print material thickness (mm*):	0.05 ~ 0.8
Print speed (IPH**):	100 ~ 2,000
Machine dimensions	L (mm): 2,995
	W (mm): 2,770
	H (mm): 1,170
Weight (kg):	Approx. 3,000
Power consumption (kW):	Approx. 13

* Varies depending on print material and printing conditions.

** Theoretical speed. Actual print speeds may vary depending on plates or print materials.

The benefits and maneuverability of servo drive motors - Essential to precision printing

Shoji Kumada, Motor Technology Chief, Motion Control Division, Yaskawa Electric Corporation

The key to precision printing is the capacity to ensure smooth operation without offset or play in the drive units, even in high-speed printing. That's why servo drive motors are now often used as drive sources.

Sakurai's latest models, the Maestro-102SD and -80SD Series presses, incorporate high-performance servo drive motors, since one of their main intended applications is to expand screen printing applications to include electronic products.

Demand has grown in recent years for servo drive motors for use as drive units in industrial equipment and semiconductor manufacturing plants. Sakurai printing presses use direct-drive motors that offer high torque and outstanding positioning for printing applications.

Shoji Kumada, Motor Technology Chief in the Motion Control Division of Yaskawa Electric Corporation, contributed the following article. This article describes just how the motors increase printing precision.

Using machine controllers in printing presses

Screen printing presses have traditionally used line shaft and cam mechanisms to achieve printing precision by mechanically adjusting the frame, cylinder, and squeegee phase. This approach has the following drawbacks:

1. The machinery is complex. Adjustments require time.
2. Numerous locations require maintenance for worn mechanical parts.
3. The mechanical configuration restricts movement.

Deploying an independent servomotor drive for each printing press shaft resolves these drawbacks. Here I'll describe a printing press system based on the MP2200 machine controller.



Figure 1: DD motor

Compact, high-precision DD motors

Recent years have seen growing use of direct-drive (DD) motor systems in the drive units of industrial equipment and semiconductor manufacturing plants. Direct drive eliminates the speed reduction mechanisms (gears and belts) used in conventional systems, enabling smooth drive with high repeatability and precision.

This article describes rotary-type DD motors (Figure 1). (DD motors are available in both rotary and direct-acting linear configurations.)

The benefits of direct drive

Figure 2 outlines the benefits of DD motors.

● High precision and smoothness

The load is driven directly, eliminating play and backlash in the reduction gear and linkage mechanisms. A high-resolution encoder enables high-precision positioning and allows extremely smooth rotation.

● Increased rigidity

Rigid bearings are used in the rotating units to provide stronger motor frames

and improved rigidity. This ensures the stability and precision of the rotating units.

● Maintenance-free

The absence of reduction gear mechanisms eliminates maintenance requirements.

● Fewer components

The absence of gears and linkage reduces the number of components, improving reliability and ease of assembly.

● Hollow shafts

The rotating shafts are easily made hollow to route wires and hoses.

● More compact dimensions

The absence of gears and linkage allows machines to be made smaller and flatter.

The Maestro-102SD and -80SD Series incorporate Yaskawa servo motors, and these all adopt the DD motor system, helping reduce overall machine dimensions.

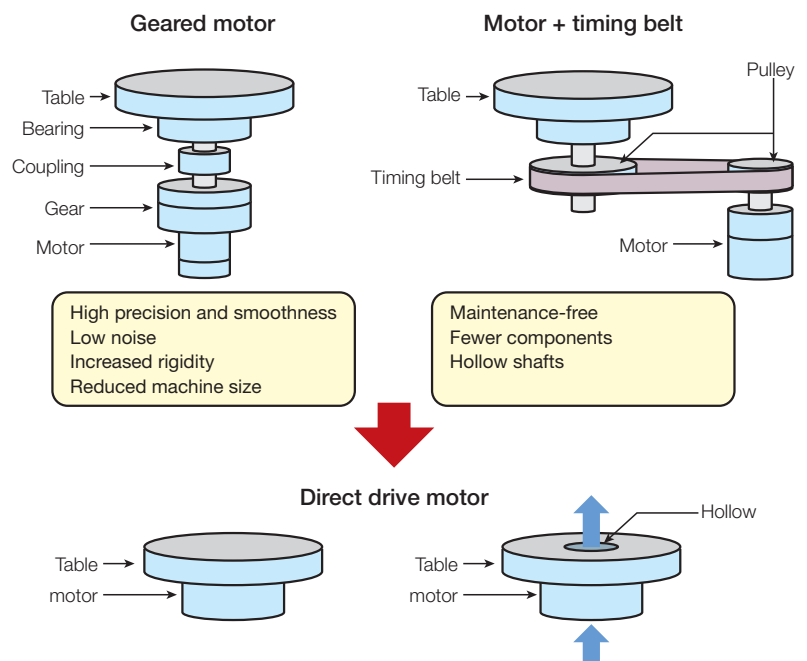


Figure 2: Direct-drive benefits

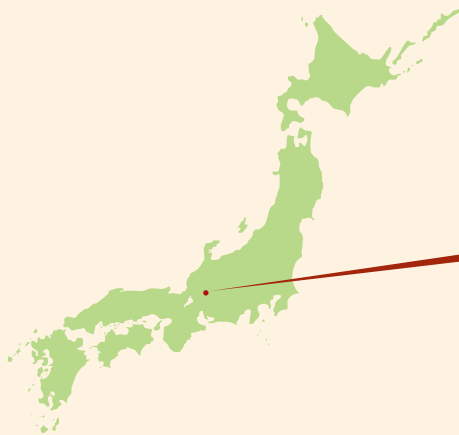
Birthplace of our company

Mino City, Gifu Prefecture (Part 2)

The city that nurtured our printing press business



Oyada Momiji-dani (Maple Valley) and Oyada Shrine in Mino City



Since before World War II, Sakurai has been deeply involved in Mino City in Gifu Prefecture. The former issue introduced the history, industry, and various traditional events of Mino City. This issue will focus on the areas of the city in which the old and new coexist, highlighting its historic sites and scenic beauty, which some call “Japan's native scenery” as well as new attempts to revitalize the city, its specialties, and its integration with surrounding areas.

The Nagara River and the Nagaragawa Railway

The scenery of the Mino region is closely linked to the beautiful Nagara River. Cities were built along the river, while Nagaragawa Railway, the only railway in Mino City, runs along the river from Mino-Ota Station to Mino-Shiratori via Mino City (Hokuno Station marking the end of the line). Passengers can take in the stunning scenery of the Nagara River gorge from train windows. Particularly during tourist seasons, the gorge tends to be crowded with many visitors. In July, Nagaragawa Railway operates a train on which passengers can relax with a drink and enjoy the cool of the evening and beautiful scenery; in September, it operates a train on which they can enjoy dishes made of sweetfish caught in local fishing weirs. These trains remain popular.

Mino City, located at the center of Japan

Geographically, Mino City is located approximately at the center of the mainland. In the 1975 national census, the population center was the northern end of the city. In later years, the population center steadily moved east. The major urban area is now Mugi-cho, a neighboring town incorporated into Seki City in 2005. Partly because Mino City is located at the center of Japan, battles have been fought for control of the area, as a politically crucial region since ancient times. In the Tokugawa period, the feudal government, which disliked the notion of having a powerful feudal lord ruling this important area, placed the Kamioka Mine in the Mino region under the direct control of the government, dividing the remaining area into numerous small feudal domains.



Ogura Castle and cherry blossoms



The Nagara River and Kozuchi Lighthouse

In Mino City, ancient streets lined with houses featuring a special roof structure called *udatsu* are famous sightseeing attractions. Today, 19 houses with *udatsu* roofing remain, and an entire street lined with such *udatsu*-adorned houses is a designated National Preservation District for Groups of Important Historic Buildings. In particular, the old-style residence of the Kosaka family (designated an important cultural asset), a sake brewery, and the old residence of the Imai family (designated a city cultural asset) are worth visiting.

The old Imai family residence is a magnificent mansion, one of the city's largest houses. The structure is a reminder of the life of a thriving wholesaler who dealt in paper in this area from the middle of the Edo period to around 1941. It is currently open to the public as the Mino History Museum, which contains numerous relics of merchant life in those days. The Museum also contains a small *suikinkutsu* (Japanese water harp) found in the garden and restored, whose lovely resonating tones visitors can hear. Due to this *suikinkutsu*, the old Imai family residence has been selected as one of the 100 best soundscapes in Japan.

After strolling through the streets to observe the differences in the design of the *udatsu* of various old houses and stopping by handicraft shop dealing in products made of Mino *washi* (traditional paper and a local specialty), you can proceed to Ogurayama to take in a panoramic view of Mino City. The whole mountain is a park, where visitors can enjoy beautiful landscapes in every season, including cherry blossoms in spring, the new green of early summer, and autumn leaves in fall. This perspective also gives visitors a magnificent view of the Nagara River running slowly at the opposite side of the mountain and views of the old Mino Bridge, Kozuchi Port, and a river lighthouse. A promenade



Gujo Odori (dance) Carnival

stretching from Ogura Park to the riverfront invites visitors to just a little further.

The whole city – not just the urban area – offers these unforgettable views. Stroll around the city to grasp how a grand history and natural surroundings have created present-day Mino City. The banks of the Nagara River feature many spots where you can appreciate the river's attractions, including gorges, deep pools, and rapids, as well as the atmosphere of traditional towns supplied by water transport.

We suggest visiting Seki City, located in the lower reaches of the river and Gujo-Hachiman City, located in its upper reaches. These cities are introduced below.

Gujo-Hachiman, a small Kyoto of Oku-Mino

Gujo-Hachiman City, where Gujo Odori, one of Japan's three major folk dances in Japan, remains the most popular tourist attraction in this region. Old merchant houses in the town and streams where carp slowly fin themselves blend with the surrounding mountains and create a relaxing atmosphere. Gujo-Hachiman Castle commands a panoramic view of the castle town and the surrounding mountains.

The renowned Gujo Odori is held every night from mid-July to the beginning of September. The festival reaches its climax from August 13 to 16, when people dance to the morning hours. All are welcome to join the dance, and the festival reaches its peak when tourists from all over the country take part.

Seki City, the world-famous production center of cutlery and the place known for Oze Ukai

Seki City is located downstream of the Nagara River, adjacent to Mino City. Since the Kamakura and Muromachi periods, it has produced numerous master swordsmiths. It is currently renowned as the greatest cutlery production center in Japan, a tradition



Swordsmiths at the Seki Swordsmith Museum



Oze Ukai (Cormorant fishing)

attributed to geographical advantages such as water transport via the Nagara River and the soil and water needed to make swords.

The production of swords has changed with the times. While swords were in great demand in the age of the Civil Wars in Japan, there was little demand at other times. These days, Seki city produces Japanese swords, including artifacts such as the famous Seki no Magoroku, by traditional techniques. Applying its cutlery expertise to manufacture daily products, the city has also emerged as a world-famous production cutlery center, renowned for kitchen knives, razors, and scissors. Next to the Seki Station on the Nagara River Railway is Hamono-Kaikan Station, the location of the Seki Swordsmith Museum. Open to the public during the October Cutlery Festival, this museum features traditional Japanese sword forging demonstrations, part of efforts to preserve Japanese sword-making skills.

Oze Ukai (cormorant fishing), which occurs on the banks of the Nagara River in Seki City during the five months from May 11 to October 15 of each year, is another major tourist draw. As dusk closes in and cormorant fishing boats descend the river, you can see Usho (cormorant fishing masters) guiding their cormorants with expert use of leashes. Under the bright torches of the houseboats, the cormorants return to the boats with fish in their bills.

Relax with a drink while taking in the spectacle and enjoying the cool river breeze. Encouraged by the "Ho, Ho" called out by the Usho, the cormorants repeatedly return with fish in their beaks, in torchlight gleaming on the river's surface, eloquently recreating a long-lost world out of a classic picture scroll.

Sakurai's Gifu Factory began operating as a factory specializing in producing printing equipment 63 years ago, inspired in part by the thriving paper industry in Mino City and the prospering metal industry in neighboring Seki City. We continue to produce our products at this factory, where every measure is taken to preserve our spectacular natural surroundings. We hope you will pay a visit to our company factory and take the time to enjoy the relaxing scenery in the Nagara River area, including Mino City.

Photos provided by the Gifu Prefecture Tourist Federation

The User's Voice

“We are glad to have chosen Sakurai products!”
Users of Sakurai products describe why they selected our products and how they put them to optimal use.

First A1 4C Press installation in Japan



10

Fuji Printing Co. Ltd.
Niigata City, Niigata Pref.

Global activity –OLIVER 75SD/SDP Series



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Gráficas Barbastro
Barbastro, Spain



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Canterbury Press LLC.
Atlanta, Georgia, USA



14

B&B Press (Parkgate) Ltd.
Rotherham, UK

New & enormous market for OLIVERS



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Computer Paper Product Co.
Riyadh, Saudi Arabia



15

Janus Packaging(P)Ltd.
Baddi, Himachal Pradesh, India

Screen press steps forward beyond commercial printing field



16

Print Technica Co. Ltd.
Higashi-Osaka City, Osaka Pref.

Making new advances as the hub of regional printing businesses by introducing the Oliver-496SD A1-size 4-color press!

Fuji Printing Co. Ltd. Niigata City, Niigata Prefecture



First Oliver-496SD press delivered in Japan enters full-scale operations immediately following installation.

The Oliver-496SD A1-size 4-color offset printing press is Sakurai's flagship model in its efforts to expand into the A1-size market. The first press delivered in Japan was delivered to Fuji Printing Co., Ltd. this spring. This press began full-scale operations mere nine days after installation. Its main characteristics include ease of use and compact dimensions (96 cm). Fuji Printing has taken full advantage of these features to become a major presence in the Niigata-Sanjo region.

Efficiency and creativity enable tailor-made print jobs

With a staff of 15, Fuji Printing is a regional printing company based in Minami Ward, Niigata City. It started with a type-printing business in 1967. Mr. Abe, the current and 2nd president following the founder, assumed control in 1993, when the company incorporated. Business has diversified alongside the shift toward offset printing – for example, with increasing use of screen printing on fabrics.

The company's three mottos are Inspiration (generating ideas from the customer's standpoint), Challenge (creating new value), and Quality (the pursuit of product quality). The company's stated goal is to provide tailor-made printed materials to suit client requirements through efficiency in manufacturing and creativity in service.

An A1-size 4-color machine becomes essential

Fuji Printing's location midway between the cities of Niigata and Sanjo gives it access to markets for commercial and publishing print orders such as fliers, leaflets, and catalogs from the commercial city of Niigata, and thick package print orders from the industrial city of Sanjo, known for its plastic and metal product manufacturing.

To meet the needs of both markets, the company took full advantage of a wide range of printing presses, including A3-wide A4-size presses, A2-size two- and four-color presses and B2-size four-color perfecter presses. The company previous-

ly used a A1-size press as well. Installing foreign-built presses entailed replacing power supply equipment to suit Japanese specifications.

President Mr. Abe explained how using the same A2-size like other printing companies would fail to reduce total costs and offer no competitive advantages. Orders sometimes involved 40,000 or 50,000 copies, making a large-size 4-color press essential.

A well-timed encounter with Sakurai products

It was under such circumstances that the company first heard about the launch of the Oliver-496SD A1-size press from Sakurai. The company promptly initiated negotiations and in April of this year made the decision to replace its A2-size two- and four-color presses.

The first to be delivered in Japan, the Oliver-496SD delivered was installed on April 28, with tests starting May 1 following operator training. Full-scale operations began on May 7 - a remarkably rapid startup.

Mr. Abe describes the conditions at the time, explaining that despite desperate need, an A1-size 4-color printer would have been out of the question had it not been able to fit inside the current factory, a clear indicator of the compact dimensions of the press. The 96-cm scale fits snugly into the company's available space. Once in use, the press itself was easy to use, with reduced paper and plate costs.

On the subject of performance as production equipment, Mr. Abe remarks on how the press handles both thin and thick paper, prints quickly, and ensures consistent subsequent color printing. A full-size press is vital to ensuring that delivery times for two-page spread printing jobs, for example, can be met, while the reduced numbers of machines reduces binding costs.

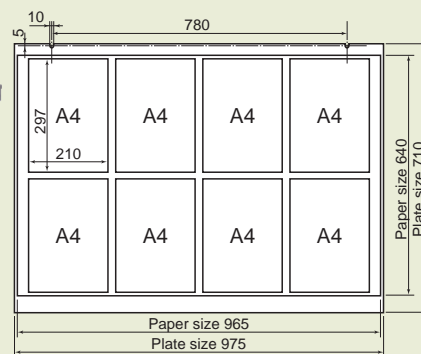
Although the purchase was a major investment, it was essential to increasing production efficiency and reducing costs.

A1-size multi-color Oliver-96SD Series offers advantages of compact dimensions.



Oliver-596SDC five-color press (with coater)

Oliver-96 Series paper size diagram (sizes in mm)



The Oliver-496SD A1-size press purchased by Fuji Printing offers a unique paper width of 965 mm. Although the normal range for A1-size presses is 102 cm to 105 cm, the smaller size and lower waste dramatically pares the operating costs accounted for by materials such as paper, blankets, and ink, helping to achieve remarkable performance. Moreover, the maximum sheet size of 965 mm x 640 mm provides ample capacity to handle Japanese sizes and 8 x A4 sheets.

Sakurai markets the Oliver-96SD Series A1-size multi-color presses as the culmination of a double-diameter blanket

cylinder SD Series successively launched in A2-size and B2-size versions. The use of shared component frames enables competitive pricing. At the same time, incorporating the latest automated components permits operation by a single operator.

The Oliver-596SD five-color press (with water-based coater) drew considerable attention at the previous Drupa exhibition. The Oliver-96SD Series has also gained acclaim in the European market as a high-added-value printing press.

This is why the company made the decision to purchase the press, fully convinced it would be able to expand orders to recoup its investment.

The hub of local business

With the purchase of its new A1-size press, Fuji Printing hopes to see growth in primary contract orders from the regional market and joint work from neighboring printing companies. The company will ensure efficient use of the press both by creating proposals for high-value-added products and through subcontract printing work, thereby ensuring high usage rates.

The company aims to ensure high overall factory efficiency through judicious use of a half-size press for small-lot or small-scale printing jobs, since printing companies offering subcontracted work are not necessarily large-scale enterprises.

Mr. Abe explains how he believes smaller printing firms subcontracting work to Fuji Printing will increase opportunities for both parties. Since no other business in the region appears to use A1-size presses, he hopes smaller firms will make use of Fuji's capabilities. The purchase of the Sakurai press is seen as an investment in becoming a regional focal point. He says

he feels a responsibility for bringing the region together and working closely with other local printing companies to become stronger side by side.

Establishing and working to achieve goals

Having a setup capable of handling primary contracts is a major strength. Mr. Abe has invited managers from major businesses to his factory to see first-hand the production efficiency and outstanding quality achieved. Favorable reactions help increase confidence among the staff and help increase orders.

Under the youthful president, Fuji Printing was quick to adopt DTP technology and image setters. Other plans for the near future involve introducing a CTP system. Nor has the sales side of the business been neglected, with direct mailings including print samples, production of free newspapers, publication of community magazines and various promotional schemes.

The press boosts the pride of regional businesses, says Mr. Abe in summing up his overall outlook. Establishing forward-looking goals to become the top business in the region and implementing business

plans help create a strong company. The purchase of this A1-size press is part of the company's new printing business strategy, and the firm hopes to make full use of the equipment to create added value in various forms. In turn, this means maximizing usage rates.

Reprinted from article featured in June 25, 2008, issue of Japan Printing News.



Mr. Ryuichi Abe, President

Corporate profile

Name: Fuji Printing Co., Ltd.
 Representative: Mr. Ryuichi Abe, President
 Head office: 3-41 Shironesakana-machi, Minami Ward, Niigata City, Niigata Prefecture 950-1218
 Tel: 025-372-3115
 Founded: 1967

An old Sakurai house adds a New Sakurai Oliver 475 SDP machine supplied by M.D.P

Gráficas Barbastro Barbastro, Spain



All 13 members of Gráficas Barbastro's team by the new machine

Gráficas Barbastro has taken a new step forward, with the latest addition provided by MDP, as the culmination of a close partnership which initiated more than 18 years ago.

Gráficas Barbastro, Heir to a Tradition Initiated in 1865

Gráficas Barbastro is heir to a long, uninterrupted Graphic Arts tradition in Barbastro which dates back to 1865.

The origins of the firm go all the way back to the Imprenta Lafita printing press, which opened as a bookshop in 1865 on Argensola street, although it also started to do printing work coinciding with the first imprints, when its clients included the Barbastro Diocese.

In 1889 it purchased the Jesús Corrales Puyol printing press, whose heirs would keep it active for more than 80 years. During this period the firm carried out fine typographic work, including the publication of «El Cruzado Aragonés» weekly magazine for its entire second period, uninterruptedly from 1953 to the present day.

After Adriana Corrales-the last descendant of the original family running Imprenta

Corrales-retired in 1972, the company passed into the hands of her chief officer, Miguel Hecho, who formed a new company: Sociedad Civil Imprenta Hecho, S.C.

The Beginnings of Gráficas Barbastro

In 1991 the company became Gráficas Barbastro, S.L., and in 1999 it moved to its new premises on 15 Luis Buñuel Street, where it currently occupies more than 600 m², 400 m² of which are dedicated to printing presses and workshops, while the remaining 220 m² are used for customer service, administration, pre-printing, and digital and large format printing.

The firm's facilities include offset machines for several colours and formats, ranging from 52 x 36 cm. to 50 x 70 cm., as well as a typographic machine for embossing, a guillotine, a folding machine, an elevating and sewing machine, and several auxiliary machines for numbering, perforating, splitting...

One of Gráficas Barbastro's secrets is the firm's belief in investing in the latest technology at all times, both for printing and for pre-printing.

Capacity to Adapt to Changes - the Key to Success

Gráficas Barbastro currently focuses on the following aspects: quality, customer service, and increasingly fast delivery times, and in order to achieve these goals, the firm has a team of thirteen young but experienced professionals, with a high level of specialization in the field of Graphic Arts.

MDP and Gráficas Barbastro - A Successful, Long-Term Partnership

In 1991 MDP supplied the firm's first Sakurai press, an Oliver-72 colour press with a 51 x 71 format. That marked the beginning of a long-term relationship with MDP that has lasted more than 18 years.

MDP also offers the cooperation of its proficient sales team and of a large and experienced technical team, which can solve all kinds of incidents in the shortest possible time, thanks to the company's specialists in printing, mechanics, electronics, and pre-printing, who make up one of the widest ranging and most proficient technical teams in the country.

Some time later, in 1994, Gráficas Barbastro added a 36 x 52 format Oliver-52E, and in 1999, coinciding with the move to the company's new headquarters on Luis Buñuel street, it acquired a 2-colour, automatic Oliver 272EP II press with changeover.

The latest press added to Gráficas Barbastro's workshop, thanks to this close cooperation with MDP, is a new Oliver 475SDPw.

Gráficas Barbastro's pre-printing section also has a series of Apple, CTP (Computer To Plate) workstations to produce plates, a high definition camera, a professional scanner, digital printers capable of up to 52 copies per minute, and a 110 cm.-wide plotter.

Sakurai Oliver-575SDC user wins highest printing award in Georgia, USA!

Canterbury Press LLC. Atlanta, Georgia, USA



Canterbury Press managers, Mr. Alan Daniels and Mr. James Solmson



Canterbury Press trademark

Canterbury Press in Atlanta, Georgia, USA, a relatively young printing company founded by Mr. Alan Daniels and Mr. James Solmson, was honored as the top print creator in the 2008 Celebration of Print Gala in Georgia.

Waste-free business in the vast American nation

In July 2005, Canterbury Press took delivery of a Sakurai Oliver-575SDC to replace the German-built printing press it had previously used, a move that subsequently helped it expand orders, currently handled by operating the press day and night in two shifts. With a workforce of 30, the company generates annual sales reaching 600 million yen.

From the beginning, the two managers, Mr. Daniels and Mr. Solmson, believed the key to success lay in print quality and rapid, accurate response to client needs. In a country as vast as the US, it's hard to overstress the importance of minimizing the time and manpower required for client negotiations and delivering products efficiently. Canterbury Press makes extensive use of digital equipment and digital com-

munication systems for the entire process of client communications, from initial negotiations to order receipt and subsequent progress.

This system enables a minimal staff to handle sales and distribution, including deliveries. Company efforts have focused on training a dedicated workforce to accurately assess work within the company and to handle client negotiations. Staff members are familiar with applications such as PageMaker 7, Quark, Freehand, Illustrator, Photoshop, and other Adobe applications to allow them to handle electronic data across a wide range of formats for client orders.

Top award in the state of Georgia

The company printing department revolves around a Sakurai Oliver-575SDC B2-size five-color press equipped with a water-based varnish coater. Since its introduction, the press has operated continuously for three years in two shifts for 20 hours a day, six days a week, without accidents or failures.

The company recently examined how to

maximize the efficiency of all equipment they use, including presses, to achieve maximum print quality. At the same time, the staff involved in specialist training significantly improved their skills, resulting in even higher acclaim for the company's print quality from both clients and competing businesses.

These efforts eventually paid off. In the 2008 Print Excellence Competition, Canterbury Press was selected the top print creator among 1,100 printing companies operating in Georgia, winning the Top Gold Award. Within the State of Georgia, with its active printing industry, this award recognizes companies "most capable of innovation in creating printed material from paper." Evaluations assess not just printing, but six different categories including design sense, use of ink, and post-processing such as die cutting. The Awards of Excellence are granted to the six leading examples.

When asked about the company's selection over 1,000 other companies for the Award of Excellence, Mr. Solmson says he believes the award demonstrates the capacity of Canterbury Press to accurately express the message of its clients through its printed products. The company intends to continue pursuing various printing possibilities, he adds, applying its first-rate skills and technologies to provide printed products of the highest quality.



Canterbury Press wins Top Gold Award trophy.

Sakurai helps B&B Press celebrate its golden jubilee

B&B Press (Parkgate) Ltd. Rotherham, UK



Newly installed OLIVER-575SDC

Rotherham based B&B Press helped celebrate its 50th anniversary by completing an investment programme that coincidentally saw it install its 50th offset printing unit with the addition of two new Sakurai presses. The occasion was marked by a visit from Japan of the company President, Ryuta Sakurai who, along with B&B Directors, performed a traditional Sake ceremony that involves cracking a barrel of the Japanese spirit.

Speaking for the press manufacturer, Ryuta Sakurai thanked B&B's Managing Director, Barry Liversidge for his company's continued support for Sakurai technology, noting that the first 'Oliver' press installed at the Rotherham factory had been back in the early 1980s. In the intervening years, B&B has gone on to become the largest Sakurai user in Europe – reason enough, said Mr Sakurai, for a

celebration. He congratulated B&B on their 50th anniversary, and complimented the company on its policy of ongoing investment in new technology.

Responding for B&B, Mr Liversidge thanked the company's founders for their foresight, and praised its staff for their sustained hard work. He said that a unique blend of manufacturer support and dedicated teamwork has been responsible for placing B&B in a strong market position that, even in today's bleak trading situation, will still show growth year on year. Remarking on the synergy between B&B and Sakurai, he pointed to the value of close working partnerships as fundamental for success.

The two new presses are from Sakurai's latest B2+ OL 75SD series. One is an OL 575SDC, the other an OL 475SDC, (C for Coater) and both have extended delivery sections and Sakurai's 'Wide' facility to accommodate larger plates. With double diameter impression and transfer cylinders in the classic 7 o'clock configuration, the Sakurai presses are capable of handling 0.6 mm stocks at speeds up to 15,000 iph without marking. Standard automatic features include plate changing and register, cocking, and pressure adjustment.

According to B&B Sales & Marketing Manager, Derek Hurst, the new presses have added significant capacity to the plant and added a degree of diversity that is a valuable sales tool. With a current annual sales figure of around £4.2m, and capacity on the present site to expand to

£5m, B&B is honing its skills to maximise on the high value colour market. Regular customers include many of the well known High Street brand names and services, along with a significant volume of work for a number of Central Government Departments.

The company's latest investment plan also included three digital printers, an A3 Canon and two Xerox DocuColors, with EXP color servers. Elsewhere, B&B has invested in new MACs for its studio, and the latest CtP technology, so essential to maximise on the performance capability of the new Sakurai presses, as well as programmable guillotines, and a 72-page stitching line.

With quality as the constant seam running throughout B&B's operation, the company is proud to list its accreditations that include: ISO 9001 (Quality), ISO 14001 (Environment), ISO 12647-2 (Colour Management), as well as PEFC and FSC, the acknowledged 'green' standards for forest management's Chain of Custody. According to Derek Hurst, all these qualifications are essential for dealing with the leading brand owners. Explaining that it is impossible to open negotiations without them, he said that no worthwhile customer is looking for another 'me too' supplier. It is important to tick all the boxes, and then some!

Fifty years on from its foundation, B&B is at the forefront of modern colour printing in 2008, and its 57 employees are determined to keep it there for another half century. The question is, what do those 50 years hold for the printing industry?



B&B Press 50 years sake barrel ceremony



Mr. Barry Liversidge & Ryuta Sakurai

Active sales promotion By R.H.E., Riyadh, has expanded sales volume of Sakurai products significantly.

Computer Paper Product Co. Riyadh, Saudi Arabia



1st A1 2color perfecter press installed in Saudi Arabia

Sakurai machine, model OL2102EPII was installed in January, 2008 a Computer Paper Product Co. (CPPC) in Riyadh in Kingdom of Saudi Arabia. We chose the OL2102EPII because it is a valuable machine which gives us to produce 8 outs of A4 size with good printing

image from plate edge to sheet edge and the printing speed of the machine is 12,000 IPH and we can print the big size paper that is 100 x 70 cm. This machine have the main monitor for observing the printing with modern technology.

So, with the help of above machine we care out customer upto their satisfaction and maintain time factor of delivering the goods on time which allows us to maintain the prestige of our company.

Computer Paper Product Co. was established in the year 1986 and is the member of a Jeraisy Group of Companies which is one of the leading companies in the Kingdom.

CPCC is one of the leading company in manufacturing the below mentioned product as follows:

Computer Continuous Forms: We produce standard and special computer continuous forms with different sizes and multi printing colors as per customer's requirements.

Commercial printing : We print and produce all kinds of commercial printing, medical files, X-ray envelopes, brochures & catalogue for all sizes.

Envelopes : We print and produce all kinds of envelopes with window peel & seal white and manila envelopes as well as secret envelopes and normal tyvek envelopes.

Labels: We print and produce all kinds of computer labels in continuous and sheets as well as in the form of rolls with different sizes, white matt, thermal, white PVC and florescent labels.

Riyadh House Establishment is the sole agent of Sakurai in Saudi Arabia. R.H.E. is one of the operating companies of Jeraisy Group who is well known conglomerate with 50 years history. More than 10 years intimate business relation with Sakurai , through steady distribution of excellent Sakurai printing presses, has created recent fruitful business result.

The first 5 color machine installation in India

Janus Packaging (P) Ltd. Baddi, Himachal Pradesh, India



Joyous factory staff of Janus Packaging.

Started with Janus Communications (P) Limited & Raven Print services (P) Limited respectively have merged into Janus Packaging (P) Limited with the sole objective of creating positive synergies. Now they have completed brand new factory in the beginning of this year located at Baddi, Himachal Pradesh in northern region of India, the factory is spread over 55,000 sq. ft. dustproof working area. With the best manpower equipped with the machines with the latest technological support to achieve flawless product and complete customer satisfaction. Upon completion, OL566SIC has installed in this modern factory.

Janus Packaging's vision is "To achieve the highest benchmark in product quality, affordability and customer service." To

make this dream into reality successfully, Janus have came up with a mission. Mission to become an entity in the industry by continuously bringing forth innovative ideas. Mission to grow as a family with our employees, clients, shareholders and all business associates. Mission to evolve as an environment-friendly organization ensuring preservation of the planet. In order to achieve this target, they continue to run OL566SIC machine.

Kunal Enterprise., Mumbai – a sole distributor of Sakurai machines in India now have around 14 people working with them to support Sakurai customers in India. Strength is increasing with more and more installation. Kunal Enterprise have also opened office in Delhi and representative in Southern India.

High expectations for flexible, high-performance machine created through joint efforts. MS-102SD high-precision, stop-cylinder, fully automated screen printing press represents a vital new weapon

Print Technica Higashi-Osaka City, Osaka Prefecture



Maestro-102SD offers high freedom

The boundary separating outstanding ideas and their actual implementation can be daunting. One company that made this leap in impressive fashion is Print Technica, a screen printing company based in Higashi-Osaka City. Print Technica is steadily expanding its business by establishing the new technique of surface printing in the field of transfer printing, which turns industry conventions on their head.

Celebrating its twentieth anniversary this year, the company took delivery in June 2007 of the Maestro-102SD, Sakurai's latest screen printing press. This press is a formidable weapon in Print Technica's arsenal as it seeks to produce ever more precise and graphically-oriented products, including state-of-the-art product development for solar cells that combine printing technologies with electrochemical engineering.

Achieving the possible with surface printing

Print Technica's highly diverse business revolves around screen printing, ranging from transfer printing to stickers and labels, nameplates, complex printing applications combining different printing processes, to specialized printing involving fluorescent, glitter, and fragrance. Transfer printing led to the development and implementation of a new technique known as "surface printing" – printing a positive image onto a specially-developed adhesive layer, rather than the traditional method of reverse printing designs onto transfer sheets. This approach makes it possible to achieve screen printing's characteristic quality and depth of tone, previously considered beyond the reach of reverse printing.

Print Technica applies this technology to transfer stickers known as Printac. Easily transferred to three-dimensionally

curved or uneven surfaces with fingers or tools, these products are oil- and water-resistant and provide design and multicolor flexibility. Six different grades are offered for uses ranging from general to special applications and print media ranging from plastic to metal. With applications in a wide range of spheres, from electrical appliances to cars and the leisure industry, the products currently account for 70% of company sales.

Company president Mr. Yusuke Nishiyama notes how this technology led to the company's independence.

Job transfers and independence along the road to bringing ideas to life

Formerly a sales representative for a major ink manufacturer, Mr. Nishiyama in the mid-1980s was consulted by a sticker printing company about finding real-world applications for an idea for "surface print-

ing" transfer printing. This concept immediately captured his imagination, based on laboratory work he had once done testing surface chemistry and synthetic resins.

Considering this idea, Mr. Nishiyama sensed limits on what could be achieved in the company where he worked at the time. After 20 years there, he decided to make a clean break.

After joining the sticker printing company that had first approached him, he began examining "surface printing" transfer printing methods. Spurred on by the conviction that he could bring success to this company of two or three employees, Mr. Nishiyama worked without pay for the first year.

His efforts were rewarded with the success of surface printing. Around this time, legislation made helmets mandatory for motorcycle riders, and sales exploded for surface-printed transfer sheets allowing a wide range of designs on helmet surfaces. "Company sales jumped from 3 million yen annually to 15 million yen," he recalls. But despite the huge growth in profits, the company failed to invest in further growth or the workforce. Disenchanted, Mr. Nishiyama left to start his own company.

With support from others, he launched Print Technica in 1988. Despite the collapse of the bubble economy shortly thereafter, the company continued to grow.

Print Technica is currently active in development work involving film-based dye-sensitized solar cells that combines print technologies and electrochemical techniques. These efforts have already produced test products.

Mr. Nishiyama's business strategy entails direct involvement from the development stages with the goal of creating products that give the company the authority to determine pricing.

Adding the Maestro-102SD to the strategic arsenal

In June 2007, ahead of its twentieth anniversary, Print Technica took delivery of a Maestro-102SD. Mr. Nishiyama notes



Printac stickers – transfer sheets with multi-colors printed on special film – offer an attractive, easily applied finish.

that he was involved from the test production phase in creating this particular machine, which draws extensively on user perspectives. The two aspects Mr. Nishiyama finds particularly appealing are its high flexibility and its capacity to use direct plates.

On the subject of remarkable flexibility, the press is driven by numerous independent servo motors. While this marks the biggest departure from conventional cylinder presses, altering the printing stroke (between 200 to 2,000 copies per hour) and instantaneously altering print speeds also enables a wide range of operations to suit specific print requirements. Speed alone is meaningless; finished products reflect the flexibility to shift from slow to high speeds. The screen frame size can be scaled down to 660 mm x 660 mm – yet another feature that expands the envelope.

Another major feature is the capacity to use direct plates, taking into consideration the high cost of screen plates.

Print Technica continues to work to produce ever more precise, graphically-oriented products. With the addition of the Maestro-102SD to its strategic arsenal, the future looks bright indeed.

Reprinted from article featured in December 13, 2007. issue of Insatsu Shimpo.



Mr. Yusuke Nishiyama, President

■ Corporate profile

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 Head office: 2-2-23 Imagome, Higashi-Osaka City,
 Osaka Prefecture 578-0903
 Tel: 0729-60-7550
 Founded: 1989

Katchu Armor, an Aesthetic Statement on the Battlefield



“Yoroi Armor with red braid lacing and metal decorations with plum flower motif”; early 14th century, in the collection of Kasuga Shrine. A suit of armor like this is the product of the highest craftsmanship.

Today, even in Japan, people know katchu armor only through museum exhibitions, samurai dramas, or traditional decorations for the Boy's Festival in May. But in days of antiquity, going back to prehistoric times, armor played a crucial role in the battlefield – not just to protect the bodies of the warriors, but as a means of self-expression. Let's explore the heyday of katchu armor and how its colors represented the samurai spirit.

Warfare pervades human history, and each culture developed its own style of body armor, helmets, and other coverings to protect its warriors.

The exquisite beauty of Japanese katchu armor gives it a distinct place among the world's armor. In particular, the elaborately decorated pieces of armor worn by high-ranking warriors are widely recognized as artworks. Laced with silk, cotton, or leather thread, this type of katchu is often highly colorful. The purpose of such decoration was presumably to inspire the fighting spirit of the warrior and to express his pride as a samurai.

Even in their fearless deeds, the ideal samurai were expected to understand the uniquely Japanese sentiment known as “mono no aware” – the idea that all living things are fragile and that the ultimate beauty of life stems from this fragility. Always prepared for their own death on the battlefield, warriors may have worn a beautiful suit of armor to embellish their deaths, thereby celebrating their lives.

Over the course of time, the style and color preferred by the samurai changed, as the next two chapters will show.

Oyoroi – Great Armor and the Emergence of Decorative Katchu

The characteristics of the armor that developed over time reflected changes in battlefield tactics. Made of fur, layered animal skin, wooden sticks laced with thongs, and woven vine, the most primitive armor is believed to have been universal in prehistoric times.

Japan's oldest armor excavated from prehistoric tombs dates back to the Yayoi period (400 B.C. –300 A.D.). It was apparently formed by lacing small wooden pieces together with thread. By the fifth century A.D., as Japan encountered the advanced civilizations of the Asian continent, the wooden pieces that had comprised armor were replaced by leather or iron scales.

In the late twelfth century, the style of oyoroi (literally, great armor) was established. This was the time of emergence of a great rivalry between two powerful clans, Heike and Genji. Because archery on

horseback was the most effective means of attack at that time, the contemporary oyoroi was designed to leave the archers' arms unfettered while protecting them from arrows.

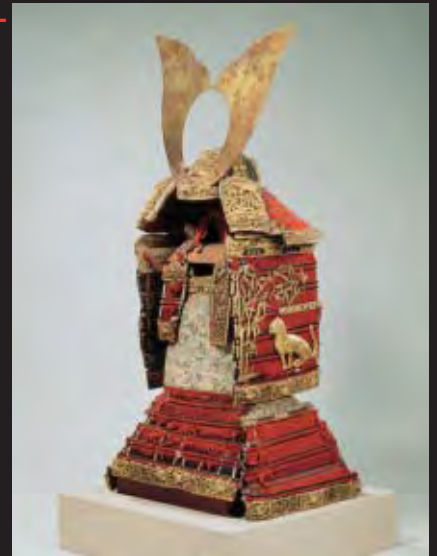
Some oyoroi has survived and can be seen in museums today. In addition to their exquisite beauty, they demonstrate outstanding craftsmanship. Strings called odoshi with which thin scales were laced together, which made up the framework of oyoroi armor, assume vivid reds, jet-black, purple, and navy blue. In addition to solid-color strings, odoshi braids were sometimes dyed with multiple colors and adorned with beautiful patterns such as dots shaped in cherry blossom petals. The colors and patterns of the odoshi lend a character unique to individual armor, by which people can identify each object today. In the twelfth century, Japanese culture revolved around the imperial court, where a taste for subtle and delicate hues prevailed. By contrast, the strong and vivid colors of oyoroi represent an aesthetic unique to warriors.

The Coming of a New Era and a Changing Taste in Colors

During the Kamakura period (1185-1333), warriors assumed control of the country for the first time in Japanese history. As new rulers rose to power, the colors preferred for armor changed, presumably to mirror the new self-image of the brave, determined, self-restrained warrior. The vivid colors of odoshi braids were gradually replaced by more subdued colors, among which navy blue and indigo were popular. Although red remained a favorite, a darker or blackish red was preferred to bright scarlet.

Midnight blue, a popular color at this time, was called kachi-iro. Because the word “kachi” is homonymous with “victory” in Japanese, wearing armor in a victorious color may have conferred confidence to the warrior on the battlefield.

As the color of the armor became darker in the fourteenth century, the decorations found on the armor evolved in a different direction. Armor makers began decorating oyoroi and helmets with gold or copper plates on which decorative patterns were



A national treasure “Yoroi armor with red braid lacing and metal decorations with a tiger-in-bamboo-grove motif”; mid-14th century, in the collection of Kasuga Shrine. The finest example of metal engraving techniques used to decorate katchu armor.

engraved. Large horn-shaped fittings attached to the upper center of a helmet, known as kuwagata in Japanese, became a common adornment of armor.

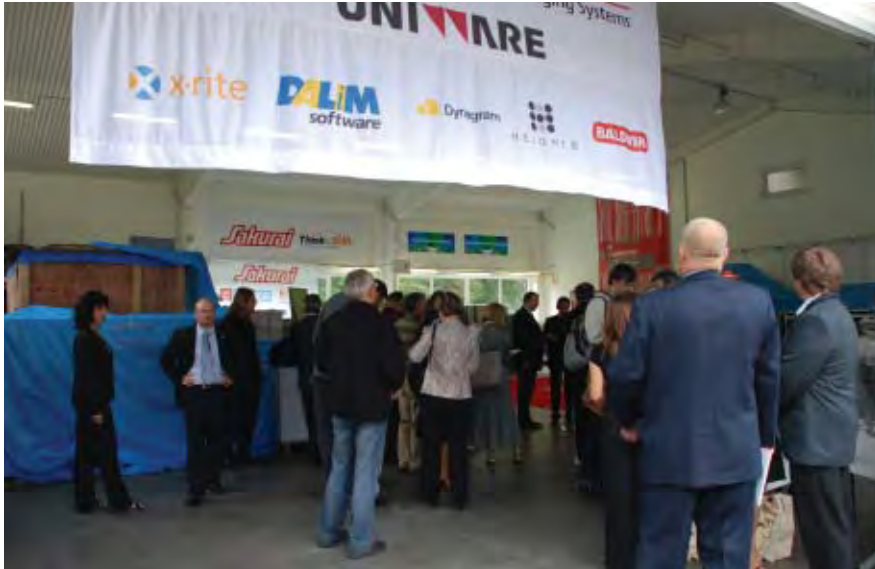
Armor as Art

Its decorative characteristics aside, katchu armor remained functional until the fifteenth century. The introduction to Japan's battlefields in the sixteenth century of new weapons such as spears and guns led to the displacement of oyoroi armor by simple, solid armor without decoration. In contrast, helmets became increasingly ornate, featuring outside kuwagata fittings. These decorative helmets were symbolic rather than functional, worn to display the warrior's self-assurance on the battlefield. Whereas soldiers in modern times try to hide themselves from enemies' eyes, medieval warriors sought to be highly visible to intimidate their enemies. Extravagant helmets served this purpose.

During the Edo period (1603-1867), when the Tokugawa shogunate wielded absolute power over other feudal clans, warfare was relatively rare. The original purpose of the katchu armor faded, although its symbolism remained cherished among the warrior class.

Following the Meiji Restoration in 1867, Japan established a modern army, officially banning the warrior class. Although katchu armor had lost all practical value by this time, its beauty continues to attract art collectors from around the world and gives it a place of honor in museums in Japan and abroad.

Sakurai expands sales in Eastern Europe Open-house event in the Czech Republic



A steady stream of visitors



Mr. Antonin Kriz addressing visitors at the opening ceremony of the exhibition

Since 2000, Sakurai has established sales and servicing bases in both Eastern Europe and Russia. Sustained promotional activities during this period have significantly expanded sales volumes both last year and this year.

Starting on July 24, 2008, we held an open-house event at the showroom of Uniware, our local distributor in Horovice, in the central region of the Czech Republic. The event featured the Oliver-566SD, Sakurai's latest A2-size 5-color press.

Founded by Antonin Kriz in 1992 in the Czech capital of Prague, Uniware is one of the country's leading distributors of printing equipment. Sakurai began selling and

servicing offset printing presses and automatic screen printing presses through Uniware in 2004. Large numbers of Sakurai presses have already been delivered through this channel.

With the high interest in environmental improvements among printing businesses in the Czech Republic, this open-house event demonstrated printing using Toray waterless plates based on an affiliation with them to practice environmentally-friendly printing that incorporated a Toray automatic developer unit in the plate-making room. Uniware is currently promoting waterless printing and has established the European Waterless Offset Printing Center to establish a nucleus for the sales and

promotion of waterless printing equipment.

Visiting Uniware for the open-house event, Sakurai president Ryuta Sakurai marked the event with a traditional Japanese sake barrel opening ceremony. Although the event was a Sakurai promotional event, due to Uniware's strong ties to many local printing businesses, over 50 companies visited during the three-day affair. Revolving primarily around demonstrations of waterless printing using the 5-color Oliver-566SD, the event proved especially lively.



Visitors viewing the printing demonstration with great interest



Enjoying a toast

The Sakurai mutual financing association for printing equipment purchases: a 60-year history of ties with our clients

This year's travel outing includes a visit to our factory and a tour of the Ise Shima area

The Sakurai mutual financing association for printing equipment purchases was established in 1948, two years after our company was founded in October 1946, just after World War II. Ryuzo Sakurai, the founder of Sakurai Co., Ltd., created this association to make printing equipment affordable to clients in an age of rampant inflation. The first association of clients was established in Tokyo.

The association began as an organization through which clients bought the printing equipment we produced. The first association consisted of twelve members, who paid 10,000 yen a month for two years. The total of 240,000 yen that they paid was equivalent to the price of a printing machine. We produced one letterpress printing machine every two months; this meant twelve machines were produced over two years. The machines were delivered to the members according to an order previously determined by lot. Those who drew an early turn were able to obtain equipment after paying just a few installments. Others whose turns came later were protected from inflation and

could obtain equipment that had been modified over time at the same fixed-installment price. In the postwar reconstruction period, there was a huge demand for printing equipment.

Ryuzo Sakurai established the association not just to supply printing equipment to his clients, but to improve ties among its members as well as between the company and its clients, inviting association members to monthly gatherings and planning various other events, including annual New Year's parties and travel outings. After the first association was established in Tokyo, mutual financing associations whose purpose was to purchase printing equipment formed in various regions, including Nagoya, Osaka, Kyushu, and Niigata. The number of members of the many associations rapidly grew throughout the country.

Sixty years have passed since then. These days, while clients don't always buy printing equipment in installments through an association, the tradition of regular meetings and travel gatherings continues. Over the past 60 years, the members of

the associations have been succeeded by second and third generations. The association serves as the most important organization in strengthening ties between the company and its clients.

Travel gatherings recently held for members of the associations include the following events: Visit to the Gifu Factory and Travel to Yunohana Hot Spring in Kyoto in 2004; visit to the Gifu Factory and the Aichi Expo in 2005, and a visit to the Gifu Factory and Travel to Gero Hot Spring and the Nakasendo area in 2006. During these trips, the members visit Sakurai Factory to observe the printing equipment manufacturing process and to visit various nearby sites.

The inaugural ceremony for the mutual financing associations for purchasing printing equipment, friendly meetings, and travel gatherings for the members of the associations are held in various places again this year. A travel gathering for the members of the association in Tokyo area was held from April 11 to 13 and was attended by a total of 70 people. They visited Gifu Factory and the Ise Shima area. We hold an annual trip to entertain our clients and hope that the participants fully enjoyed it.



Visit to Sakurai Factory



Grand reception

Sakurai User Network
SUN

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SUN Editorial Dept.

Sakurai Graphic Systems Corp.

A note from the editor:

It's been 20 years since the company's Gifu Factory was built on a hill behind Mino-shi Station in 1989. Since then, we've manufactured offset and screen printing equipment. These days, our major products consist of large-format multi-color offset presses and fully-automated screen printing equipment. Multiple factory expansions have resulted in a densely configured manufacturing space, the

clockwise production system is still maintained at the factory because the factory was constructed based on the future production forecast 20 years ago. A passion for manufacturing and a capacity to pass on technologies and skills through the generations remain essential in producing reliable equipment. At the same time, we believe it's crucial to prepare the work environment needed for that purpose. Our goal is to continue growing as a company that cherishes its long tradition.

USER FRIENDLY MACHINE

Sakurai

<http://www.sakurai-gs.co.jp>

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