



## **MEDIA RELEASE**

June 2004

### **Sprinta Print achieves cleaner production with Computer to Plate (CTP ) digital technology.**

After monitoring their digital workflow, Sprinta Print has discovered that since the implementation of CTP technology in 2004 there has been a huge environmental advantage, as well as a financial saving.

Speaking about CTP technology, David Peck, Managing Director of Sprinta Print, said that historically, the printing industry produces tonnes of landfill waste and has to deal with numerous polluting by-product. Therefore, any technology that will significantly lower or eliminate harmful toxins from seeping into the waterways, or reduce landfill, is an advantage to the community and the business.

"CTP digital workflow has given Sprinta Print the ability to print using advanced, environmentally responsible printing methods that offer our clients a far better product," David said.

"Sprinta Print has eliminated film and chemical proofs, along with the by-products involved with the production. We have estimated it has reduced our annual pre-press material costs by 75% per annum, savings which we pass on to our customers," David added.

While most modern printers are recognising the environmental value of using CTP, there still quite a few of the more traditional printers who have yet to see the advantages to their business and the environment.

"If you look at what Sprinta Print has achieved in a few short years, it is a logical step for CTP to become the industry standard. CTP automation has been responsible for saving time and materials during the printing press make-ready process, it achieves a superior job for the client and it helps the environment at the same time," David said.

**For further details, photo opportunities and interviews, please contact David Peck on (03) 6334 3577.**