

Press Release

January 2009

NEW PERSPECTIVE GO FOURTH WITH DUPLO FINISHER

Digital printer New Perspective have installed their fourth Duplo DC-645 Multi Finisher making them the biggest UK user of Duplo's flagship digital finishing product, claiming the product is the "best available on the market today".

The Kent-based firm, established in 1987, were early pioneers of short-run personalised print solutions and have undertaken rapid recent growth of late, doubling their turnover in the past 5 years by developing their bespoke greetings card service with two HP Indigo presses, four Duplo finishers and a bespoke custom-built pre-press software to streamline their workflow.

Owner Dan Dickey puts this success down to a simple ethos: "Since the business started in the back bedroom of my house in Whitstable years ago to the present day, we have always provided quality short run print with guaranteed quick turnaround times for our customers. We were early adopters of digital print and we have used our experience in this market to develop a seamless workflow which enables us to provide next-day turnaround whatever the run length."

New Perspective owe much of their growth to the personalised Christmas card service they offer which will see them produce a phenomenal 4 million cards in 2009; the key reason behind their investment in a fourth Duplo. The DC-645 is a multi finishing device which enables cutting, slitting and creasing functions all in one single sheet pass, ideal for applications such as greetings cards which require 4-side trimming and a centre crease.

Dickey believes that understanding the importance of the finishing-end of the print cycle has been key to New Perspective's continued success. "My business

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needs fast, high quality finishing that keeps pace with our digital printing and that gives us the flexibility to enhance what we offer our customers” comments Dickey. “It is my belief that the Duplo’s DC-645 is the best equipment available to a digital printer today – quick set-up, fully automatic and a flat paper path.”

“Our philosophy from the outset was to be able to let our customers be as creative as possible with their print requirements and not to be restricted by the constraints of a plant list. If customers require a bespoke product, we can easily adapt our operations without compromising turnaround times because of the thousands of applications you can finish with the DC-645. That is why the 645 is so key to us and the reason we have invested in a fourth!”.

The company were the first to take Duplo’s first ever multi finisher, the DC-545 back in 2004, replacing it with their first DC-645 in 2009 and they could not be happier with their investment.

“With the DC-645, Duplo took all of the good things of the 545 and improved certain features to meet the demands of the modern printer. The product is reliable, accurate and importantly is totally flexible, which is why they are the backbone of our business. We simply would not be able to offer the first-class service to customers that we do if we had to crease and cut offline as two separate stages of the workflow.”

“We have the proven formula and it would have been easy to sit back and admire our own growth, however I am constantly looking for new opportunities and my aim is to double the size of business again in the next 5 years”, concludes Dickey.

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About Duplo International

Duplo International has provided innovative solutions to the office market for more than 30 years and today offers a comprehensive portfolio of office products and solutions through its extensive network of distributors and dealers and partners. Headquartered in the UK, Duplo International also has subsidiaries in France, Italy and Poland.

The company's comprehensive portfolio of office and finishing equipment includes the Duplo range of collators, booklet makers, binding machines and digital duplicators. In addition, in the UK, Duplo International holds the exclusive distribution rights for the 'IDEAL' range of guillotines and shredders, and the Eurofold range of suction/friction folders, knife folders, creasing and perforating machines as well as the Uchida range of paper drills.

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