

Web-based Chroma says 'Yes' to H-UV perfectors

Walking through the pressrooms of the Chroma printing house in Zary, Poland, passing by the 200 people who work here, watching impressive equipment in action (six Komori printing presses, two of which are the first H-UV perfectors in Poland), one can't help thinking that this is what success on a world scale looks like.



From left: Satoshi Mochida, Vice President, Komori Corporation; Krzysztof Raczkowski, Owner, Chroma Print; and Jolanta Kurowiak, President, Reprograf

However, success is not the main topic of discussion at Chroma because it is so clearly evident. What is often discussed, though, is the 20-year history of the largest Internet-based printing house in Poland, the hard work of Krzysztof Raczkowski – its owner, and the many people who have contributed to the company's success. And success it is! Over 1,500 orders – both large and small – are efficiently executed each day. Because each customer matters. Every investment is thoroughly analyzed with regard to the company's finances and future opportunities. Chroma has based its equipment investments on innovation – not only what is new in Poland but also what is new on the world market. And it is the world market that Mr. Raczkowski watches attentively – for inspiration as well as news about the latest technologies. He not only wants to be a step ahead of competition in Poland and elsewhere but also to provide his customers with the best available solution: the smoothest order

processing and the highest quality product within the shortest time possible.

A rounded love of the business

Raczkowski describes his business philosophy: "I like traveling but my trips are chiefly business trips. I visit trade fairs and industry events. I observe how printing plants in other countries work – from Japan to Australia to the United States. Of course, it is not possible to simply transfer the printing practices I observe to Polish business reality, and that is definitely not my goal. But it helps to identify global trends in order to build business here and compete successfully with the largest players in the industry."

Twenty years ago, at the end of the communist era in Poland, Chroma began just like the majority of printing houses in Poland – with a single tiny press and a printer looking for its own way of development. Raczkowski recalls: "As the number of orders began to grow, we started expanding and purchasing new machines, which stimulated further growth. Among important milestones, I would list the purchase of our first CTP system, the decision to obtain orders through the Internet, and our investment in Komori printing presses." After the first investment in a Komori press, Raczkowski decided to purchase subsequent Komori presses. Over six years Chroma bought four innovative eight-up Komori printing presses. "I really like their melody," says Raczkowski with a smile. "The characteristic everyday clatter, the rustle of the paper being fed into the equipment, the suckers, and the sound informing us that the process has just ended and everything has gone smoothly." However, to hear the melody, Raczkowski must carefully analyze every investment.

Komori H-UV – quality, speed, security

This careful analysis was reflected in his latest purchases – two eight-color Lithrone G40P perfectors with H-UV, the first Komori presses of this kind in Poland. The first press began operating at Chroma in 2012 after a series of intensive trials prior to purchase. Appreciating the many advantages of the H-UV curing system, Raczkowski decided to purchase a second eight-color Komori press with H-UV, which was installed in August 2013.

Raczkowski says: "It's a very economical solution – saving on paper because of very short makeready times has brought us tremendous efficiency. It should be emphasized that H-UV curing is approximately twice as energy-efficient as traditional UV curing lamps. Obviously, that brings us significant savings. But the most important advantage of the Komori H-UV press is significantly shorter total turnaround time.



Because we process many orders each day, the Komori presses give us a sense of security in our everyday work."

Third H-UV press already in the works

Raczkowski intends to buy a third Komori H-UV press, which will be installed in spring 2014. He explains: "When I am satisfied with a given solution, I proceed in the same direction and analyze further advantages that can be gained. This was how I proceeded after my initial purchase of Komori machines as well as with the current presses equipped with H-UV technology. At Chroma a team of skilled specialists successfully implements even my boldest plans. They analyze potential sales opportunities and promote each plan zealously."

The newest Komori H-UV press prints 150,000 sheets a day, with an average of 50 makeready operations performed daily. Zbigniew Komarnicki, the press operator, emphasizes numerous benefits of the press in everyday work, including an exceptional inspection system of printed sheets: "The press is equipped with two cameras that scan images and immediately catch errors. It allows us to control the whole process, take quick action and input corrections if necessary."

Savoring success with Komori

Chroma does not take its success for granted. Future plans include adding 6,500 square meters of production space, purchasing the third Komori H-UV press and a new CTP platesetter. So Mr. Raczkowski is calculating again...but for now he is savoring the triumph of his printing house. And with Komori, each day is a triumph.

