

Offset Press Information

For General Release

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Can You Gain “The Unfair Advantage”?

A number of RMGT dealers across the world focus heavily on the theme "**The Unfair Advantage**". This is their collective term for a group of points of difference that other press suppliers find it difficult to match or compete against.

Firstly, the RMGT 920 was one of the first of modern-day presses to be packaged as an SRA1 format press with a B2 press footprint. This gave, and continues to give, printers the ability to print 8-pages-to-view without having to expand the shop-floor area given to the machine.

Having examined the market in depth, RMGT could confirm that many B1 presses around the world are being used to print SRA1 format work. This was taking a larger, more expensive press, occupying more floor-space, quite probably using over-sized paper, and consuming significantly more power to run. On top of all of that, many B1 presses were being manned by two, or more, crew members to circumnavigate that larger piece of equipment.

Cost all of that out and you will quickly see the obvious benefits to the savvy print business owner. Adding together several relatively small savings is one thing, but comparing the cost of the RMGT 920 to a B1 piece of kit and the financial benefits start to loom large. Throw in the wages of that second crew member that you don't now need, and you've got one big number leaping out of the calculator.

Big benefits also arise when looking at SRA1 from another angle. Today's B2 format print shop owner has to make a choice – largely one based on workload. Do you take that big leap into the unknown and switch to digital? Those B2 digital behemoths come with a heavy price ticket. They are also something of a “test vehicle” right now. More than one or two purchasers seem to appear back in the news a few months later having purchased a second unit. Have they suddenly signed-up a bunch of new

customers, doubling the workload, or have they now got to terms with the productivity of the new baby and realised that these devices are a little slow to squeeze out that freshly printed piece of paper? More likely, perhaps, they are having to get to grips with the short service intervals of digital and the real up-time they have to cope with.

Do they instead stick with that old friend offset litho? An RMGT 920 can replace two existing B2 offset presses, halving the floor area needed [one press instead of two!], and more importantly, halving the number of operators required for two presses as well. The hidden plus here is that the productivity of a new RMGT press can print more work than the sum of two B2 presses, and RMGT installs have proved this time and again. The larger sheet size is again the biggest factor, of course, but swifter more automated make-ready means shorter downtime between jobs.

One other area where RMGT owners will happily talk to other printers about is that service costs, including the price (and the need for) spare parts! RMGT presses are built to just print, and the factory takes a great pride in the fact that they produce printing machines that are reliable – they don't want to exist to manufacture spare parts. In part, the Japanese philosophy comes into play here. If there is a single component that lets the whole system down, they will redesign it and solve the problem.

Drying techniques have advanced tremendously just in this last decade. RMGT have been front and centre in this development. The "R" in RMGT stands for Ryobi, the company that was instrumental, in partnership with Panasonic, in the creation of the LED-UV technology that has enabled offset litho to equal digital's ability to produce dry sheets in the delivery. Users of this drying technique find it revolutionises their workload. No piles of half-dried or half-printed work dotted around the floor, awaiting completion. LED-UV means sheets can be backed-up immediately, and urgent simplex orders can be passed straight through to finishing after printing.

A final part of the important difference provided by RMGT comes in an area that has been a topic on every business owner's lips recently: the cost of power consumption of each device. All forms of presses are electro / mechanical pieces of kit. They require a power source. They will consume electricity, some more than others. Do review some recent test numbers compiled in [this feature](#) to gain a deeper insight.

So, just in case you do come across a reference to “**The Unfair Advantage**” of RMGT presses, this is the explanation, the story behind the phrase! How much each of these individual benefits will appeal any one print business will vary, of course, but combined they represent a significant offering to any business planning its investment for the coming decade. The future is digital AND litho.