

Join the computer-to-screen revolution

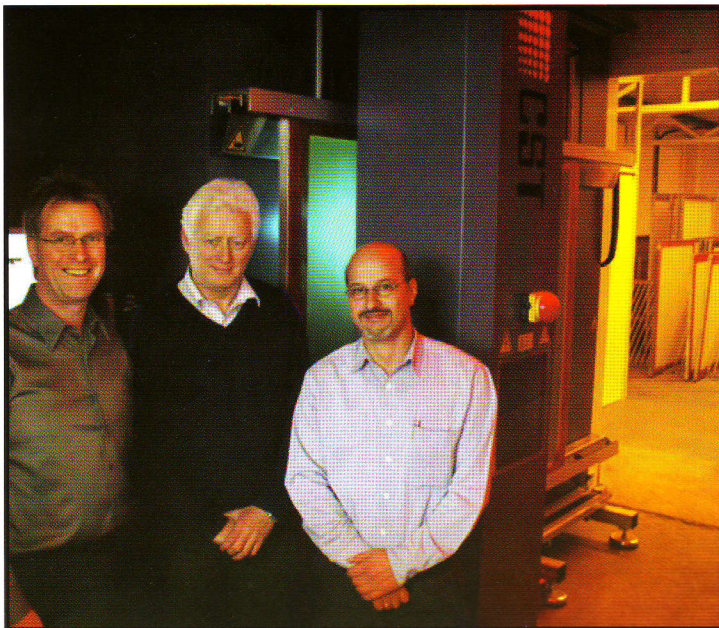
With two Sakurai cylinder presses and four Siasprint machines, Kenton Instore is wedded to the screen process. *Screen Process and Digital Imaging* visited Kenton's Birmingham facility to explore the benefits of its newly installed CST computer-to-screen system

WITH OVER 50-years point-of-sale print experience, Kenton Instore is investing in new screen print technology to help grow its business in the retail advertising sector. With a focus on lowering production costs, reducing time-to-market and improving product quality, Kenton's attention turned to its stencil production department.

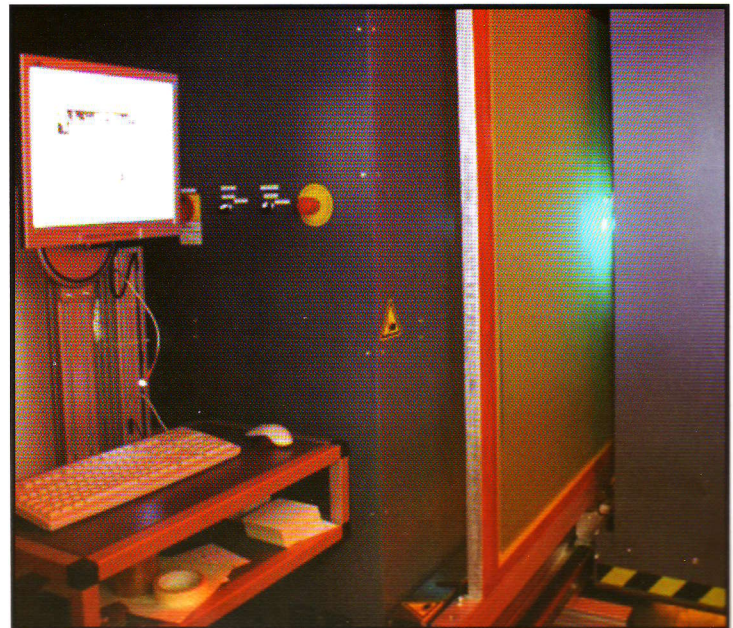
Kenton Instore director, Peter Hughes, takes up the story: "Looking at material costs alone, we were spending up to £76,000 a year on film. This was the drive we needed to explore new computer-to-screen technologies. Our key goals were to reduce production costs and improve product quality, whilst also ensuring the system would pay for itself in two-years."

After evaluating different technical options, Kenton decided upon the CST, DLE screen imaging system, (manufactured in Germany and now available in the UK from Natgraph). Using a digitally controlled mirror device (manufactured by Texas Instruments) the DLE (Digital Light Engraver) system directly images and exposes the screen.

Peter continued: "When printing vibrant, large format images, screen printing is unbeatable. Now, with the computer to screen system in place, screen printing can also compete with digital image quality. In fact, the improved resolution and registration offered by direct imaging is allowing us to chase even greater quality by focussing our attention on the mesh itself: both its quality and tensioning."



The team behind Kenton's investment in computer-to-screen: Natgraph's sales director Alan Shaw; Kenton Instore director Peter Hughes; and CST's international sales manager Oliver Leven



Thanks to the mechanical frame stop, the positional accuracy of each image virtually eliminates the waste of time and material associated with on-press registration