



Digital white toner adds wow factor to unique cover design

Unique design concept

To celebrate its landmark fourth issue, Gráfica, Spain's leading design magazine, invited readers to discover the true meaning of creativity. Pushing the boundaries of creative design, the innovative publisher wowed subscribers by distributing magazines with personalised covers.

Producing 4,000 bespoke editions of the magazine presented challenges for both the publisher and its printing company, Impresum. A bold design concept was required and advanced printing techniques would need to be employed. It was a challenge that both organisations were delighted to meet.

Individually bespoke covers

Illustrator Susana Blasco created three series of graphics, each comprising 16 highly evocative images. The plan was to create 4,000 unique and visually striking pop art magazine covers by randomly assembling the images and printing them in white toner onto card stock of different colours.

Impresum was asked to translate the bold design concept into print. They needed to ensure that each randomly assembled image group was truly unique, and find a cost-effective means of producing the bespoke covers. Impresum naturally turned to their technology partner, Ricoh.

impresum
gráfica.

4,000

individually bespoke
pop art covers

"The reaction to the magazine was fantastic. Every cover was different and people were asking how we did it. I am proud to say it is our best selling edition."

Victor Palau, Editor, Gráfica Magazine

RICOH
imagine. change.



"For customers like Gráfica, we have to look for new solutions. We were excited by the challenge, involving Ricoh straight away. We knew what white toner and variable data imaging would add to Gráfica's cover concept."

Dani Matoses, Owner, Impresum

VDP image management

Collaborating with Ricoh, Impresum quickly turned the dream into reality. FusionPro VDP Creator, Ricoh's industry-leading variable data publishing solution, works as a plug-in for Adobe Creative Suite. Impresum used the software to combine the images in a random and non-repetitive way within the design template.

The resulting print files were output to a Ricoh Pro™ C7100x series colour sheet fed press. Ricoh's high performance digital press produces beautifully rendered, high resolution output. Using the printer's multi-bypass tray, it was easy to feed the heavyweight media used for the high impact wraparound covers.

Digital white toner process

White toner was, of course, a key design element and it was here that the Pro C7100x really came into its own. The printer has a fifth colour station which allows white toner to be printed seamlessly alongside standard CMYK colours. This enabled Impresum to print the magazine covers in a single pass, using affordable digital technology.

Commenting on Ricoh's technology, Dani Matoses, the owner of Impresum, said: "White toner has been available before but at a very high price and almost exclusively for screen printing. Using Ricoh's FusionPro VDP Creator software and the Ricoh Pro C7100x colour press, it is easy to print digital white toner images."