



## News

### Heidelberg XL 105

[PrintWeek](#), 08 March 2007

Michael Watson, managing director of Keighley-based printer Steffprint, thinks his new press offers great value for money, even for a Yorkshireman.

#### **What does the Heidelberg XL 105 do?**

It produces high-quality sheetfed print.

#### **Why did you choose this particular press?**

Because it is fitted with the latest technology, it offers greater efficiency and produces high-quality work. Also, it's reliable.

#### **Did you look at any other similar machines?**

We had a look at what Komori and MAN Roland offered.

#### **Why did you decide to buy a new sheetfed machine?**

We made the purchase due to a combination of factors, including replacing our existing Heidelberg CD 102 which, even though it was only four years old, had accrued 140m impressions. The higher running speed of the new press significantly increases our output. It also offers competitive pricing, due to machine efficiencies and we were looking for continued reliability through investing in the latest technology.

#### **What features do you particularly like?**

The press puts our sales team under pressure for a change.

#### **Is there anything that you dislike?**

Not using the machine.

#### **Is there anything that you wish it had that it doesn't?**

A cheaper price tag.

#### **How fast is it?**

Up to 18,000sph, even when coating.

#### **How reliable is it?**

Since its installation in late October, the press has produced in excess of 14m impressions.

#### **What's the quality like?**

Exceptional.

#### **How easy is it to use?**

It's very user-friendly and by utilising parts from the CD range – for example, the feeder and delivery – it has many features that make the machine efficient.

#### **How much time or money has it saved?**

The XL replaced a modern CD press. The CD produced around 800,000 sheets per week, the XL is producing more than 1m per week on a like-for-like basis.

#### **Has it won you any new work?**

Because of the higher running speeds that the new machine is capable of, we are now more competitive across a wide range of work, from large multi-page short to medium-run catalogues, or larger-volume mail order print,

through to short-run display board work and general leaflets.

**Would you say that it offers value for money?**

To date yes, but being a Yorkshireman would you seriously expect me to admit the price was right?

**Were there any difficulties during the installation or after?**

The installation went extremely smoothly and without problems. The fact that it was installed on schedule, was important too.

**What about the pre- and after-sale service?**

So far it has been good.

**Who do you think the machine is right for?**

The XL is a flexible press producing high quality print solutions for a wide market, including direct mail, magazine and catalogue printing, packaging and general print work.

**Under what circumstances would you buy another?**

Due to business expansion or as a replacement machine.

**CONCLUSION****USER'S VERDICT**

**Speed** 5/5

**Quality** 5/5

**Reliability** 5/5

**Value for money** 5/5

**SUPPLIER'S RESPONSE**

Steve Cavey, Heidelberg UK marketing manager for B1 and B2 presses, responds: "When even a Yorkshireman admits the Speedmaster XL105 offers value for money it has to be good. We are delighted that Steffprint has had such success, a response we are hearing from many users around the world. Heidelberg is always conservative in its claims, but this press is not a one-gadget wonder. It is a peak performer and profit-maker from front to back, making it ideal for short- to long-run work. Its outstanding productivity, we believe, justifies the price."

**Price** From £1.1m

**Contact** Heidelberg UK 020 8490 3500

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