Marketing Brief - new Watkiss PowerSquare 224

(Watkiss PowerSquare Release 4.1)

Executive Summary

- Watkiss is launching the new **Watkiss PowerSquare™224**.

- Following on from the successful PowerSquare 200, it provides improvements in performance, specification and reliability.

- The PowerSquare 224 is a direct replacement of the PowerSquare 200. New shipments from now on will be the new machine.

- These updates are listed as Release 4.1 of the PowerSquare 200 Series.

- There is a new connecting bridge that supports both centre and edge registration and is compatible with the Xerox iGen printers.

- There are progressive improvements to address changes in market demands and customer experience. In particular, they provide increased automation and improved performance with coated and heavier paper stocks.

- Technical documentation is being updated at present.

- A technical bulletin will be issued shortly, that describes all the changes in more detail. An overview of changes is included in this document.

Overview of changes and new features

1.   AUTOMATIC ADJUSTMENT FOR PAGE COUNT

The PowerSquare has a far wider operating range than any other booklet maker: from folding a single sheet, up to a stitched book over 10mm thick. On the PSQ200, this wide range has made it necessary for the operator to make an adjustment on the user interface when the page-count changes.

On the PSQ224, the machine can count the sheets as they enter the machine and automatically adjust the machine settings accordingly (such as stitch length, fold depth, number of forms etc.).

BENEFITS

- Less operator intervention.

- Uninterrupted running when streaming jobs, or when printing variable content documents that have different page-counts.

2.   CONNECTION TO SIDE-REFERENCED PRINTERS

The new connecting bridge (PBR3 for low infeed, PBR4 for high infeed) can work with both side-referenced and centre-referenced sheet input.

BENEFITS

- The PowerSquare can now connect to edge-referenced printers such as the Xerox iGen.

3.   IMPROVED PERFORMANCE ON COATED PAPERS

There are changes to the paper transport in the connecting bridge, and to the clamping and forming system that folds and forms the booklet.

BENEFITS

- Improved performance on coated papers and heavier papers

4.   NEW ANTI-STATIC SYSTEM

Anti-static measures are necessary in all booklet makers for digital print applications.

The PSQ200 has an active anti-static elimination system (ionising bars) in the connecting bridge. The PSQ224 has non-conductive belts and passive static elimination brushes.

BENEFITS

- Improved performance with difficult papers.
  This has been proven on a number of customer installations where significant static has caused performance issues.

- Reduced operator maintenance.

5.   INCREASED MAXIMUM PAPER SIZE

The maximum paper size for online machines is increased from 340x500mm to 365x500mm. The paper size for offline machines is not changed.

BENEFITS

- Increased capability

- Matches the maximum paper size of more printers

6.   INCREASED AVERAGE MONTHLY VOLUME

For online systems, we specify an average monthly volume. The specified average monthly volume is increased from 25,000 books to 50,000 books. This is based on field experience of actual customer usage.

BENEFITS

- Increased capability

7. INCREASED MAXIMUM BOOK THICKNESS

The maximum book thickness is increased from 10mm to 10.4mm.

This is equivalent to approximately 208pp 80gsm paper or 224pp 70gsm paper.

BENEFITS

- Increased capability

8. COMPONENT LIFETIME IMPROVEMENTS

A number of components are changed or upgraded to improve lifetime and service reliability.

BENEFITS

- Improved reliability and reduction in service calls

9. SOFTWARE UPDATE

Software updates to support the above changes and to provide better service diagnostics.