

Meeting the Demands of Modern Commercial Printing

with the BP-1200S 6-color Digital Press



The Commercial Printing Landscape

Commercial printers today face a rapidly evolving market shaped by digital transformation, rising customer expectations and increasing competition. To stay relevant and profitable, print providers must overcome persistent challenges:



Top Challenges in Commercial Printing



Demand for Short-Run, High-Impact Jobs

Clients expect fast turnaround and personalized content, often in small quantities.



Color and Design Complexity

Achieving vibrant, metallic, or neon effects with traditional CMYK systems is limited.



Workflow Inefficiencies

Manual prepress processes and inconsistent color management slow down output.



Cost Pressures

Rising material and labor costs demand more efficient, waste-reducing solutions.



Technology Obsolescence

Legacy equipment struggles to meet modern media and finishing demands.

Sharp BP-1200S: A Commercial Printing Powerhouse

The Sharp BP-1200S is a 6-color digital press engineered to help commercial printers thrive in a competitive, demanding environment. It combines speed, versatility and advanced color capabilities to deliver exceptional results.



How the BP-1200S Solves Commercial Print Challenges

Challenge: **Short-run, high-impact jobs**

Solution: Prints up to 120 ppm with 2,400 x 2,400 dpi resolution, ideal for fast, high-quality output.

Challenge: **Color complexity**

Solution: 6-color system includes CMYK + specialty toners (Gold, Silver, Pink, White, Textured) for metallics, neon and spot color effects for embellished outputs.

Challenge: **Workflow inefficiencies**

Solution: Integrated Fiery® DFE, Color-Logic®, and Touch7® software streamline prepress and color management.

Challenge: **Outdated equipment**

Solution: Supports media from 52 gsm to 400 gsm, banners and full-bleed booklets with advanced finishing options.

Additional Highlights

- Color-Logic® Integration: Enables metallic effects on standard stocks.
- Touch7® Neon System: Unlocks 380+ fluorescent and pastel tones.
- User-Friendly Interface: 27" (Diagonally Measured) HD touchscreen simplifies operation and training.
- High Capacity: Up to 13,250-sheet input for uninterrupted production.

The Sharp BP-1200S empowers commercial printers to expand their offerings, streamline operations and deliver standout results, making it a smart investment for future-ready print businesses.

For more information on the BP-1200S 6-color digital press, visit

<https://business.sharppusa.com/Document-Systems/Models/Details/BP-1200S>