

# SHARP®

BP-1200C BP-1200S

## PRESS SERIES COLOR PRINTING SYSTEMS

simply smarter 6-color printing technology





## The Press Series Color Printing Systems from Sharp

Do more with color and unleash your power of expression with industry-leading 6-color printing technology.

The Color Press Series from Sharp delivers unrivaled capabilities to digital printing. With stunning 4-color imaging that can be augmented with up to two specialty colors, the Sharp Color Press Series can make your print jobs virtually come to life. Create a variety of metallic effects with silver and gold underlay or add bright pink for spectacular, eye-catching designs.



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### A Proven CMYK Imaging System

**Superior imaging** begins with amazing 4-color quality. The Sharp Color Press Series is built on a proven design, making it the perfect choice for a broad range of digital jobs. Take on more specialty jobs without compromising.

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### Performance and Versatility at Your Fingertips

Advanced **6-color imaging** with razor-sharp print resolution and media handling up to 400 gsm, combined with a wide range of enhancement features and finishing options, enables businesses to produce beautiful color output like never before.

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### Designed for Productivity and Ease-of-Use

The 27" (diagonally measured) Full-HD monitor utilizes **Low Blue Light and Flicker-Free technology** that is easy on the eyes and delivers enhanced visibility. Intuitive menu navigation enables users to set up and execute complex print jobs quickly and easily.

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### Elevate Your Creative Skills Like Never Before

With the **Color-Logic Metallic Color System™**, users can create eye-catching metallic colors, or with the **Touch7 Neon Color System™** users can add dazzling neon effects that pop off the page.



**Features to heighten productivity and efficiency like never before.**  
Taking businesses to the future of digital printing.

**Easy Operation**

**Powerful Performance**

**Stunning Image Quality**

- High speed printing **up to 120 ppm** even when printing in 6 colors.
- Ultra-high output resolution at **2,400 x 2,400 dpi**.
- Supports a **broad range of print media** from 52 gsm to 400 gsm.
- Print professional **full-bleed booklets and banners** with versatile finishing options.
- **In-line sensor (ILS)** helps ensure precision registration, image stabilization and calibration, all at rated speed.
- Powerful **Fiery® print server** maximizes engine performance with superior image processing.
- 27" (diagonal) **high resolution display** provides easy operation and offers an engaging user experience.
- Maximum paper capacity up to **13,250 sheets**.
- Create eye-catching designs with the **Color-Logic Metallic Color System™** and **Touch7 Neon Color System™**.
- Small particle toner delivers **smooth reproduction**, balanced density and solid color fill.
- **Time-saving purge function** automatically ejects misfeeds for jam removal that is virtually hands-free.
- Specialty toner can be layered together or combined with CMYK to **create stunning spot colors** and metallic effects.
- Specialty toner cartridges can be easily swapped out enabling **fast changeovers** with virtually zero waste.
- Built-in **cooling module** cools printed output during operation, to ensure proper stacking and finishing.
- **ENERGY STAR® 3.2 certified**. Imaging products meeting this standard help contribute to a cleaner environment.



# The Color Press Series delivers precision paper handling, stunning image quality and strong reliability.

An ideal solution for all your digital print jobs.

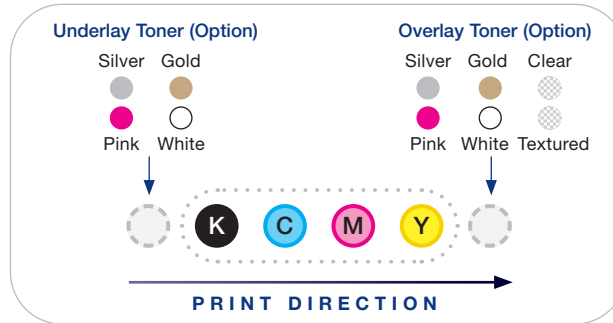
With **brehtaking 6-color printing** capability at up to 120 ppm, the Color Digital Press Series from Sharp can produce a broad range of professionally printed output that rivals traditional offset printing. A broad range of supported media combined with high resolution image processing at 2,400 x 2,400 dpi driven by a powerful Fiery print server enables businesses to take on more short-run digital jobs without making tradeoffs due to antiquated technology.



## The Power of 6-Color Printing

Image processing with 6 colors adds a new dimension to digital printing. The Color Press Series can support up to **two specialty toners in addition to CMYK**.

Specialty toner options include Gold, Silver, White, Pink, Clear and Textured for specialty printing. Combining CMYK with Silver or Gold allows you to produce a wide range of vibrant colors, or with Clear to show compelling details.



## Produce Stunning Output With Specialty Toners

When combining two specialty toners with CMYK, you can **produce eye-catching designs** that open the door to new digital print opportunities.



## Use Specialty Colors to Enhance Images

Specialty colors, such as Pink can be used to **extend the color gamut** to achieve colors not possible with CMYK only.



Color is removed from image on left and replaced with Pink in image on right using the Touch7 Neon Color System.

## Professional capabilities that get results.

The productivity you expect with the reliability you need.

### Versatile Media Support

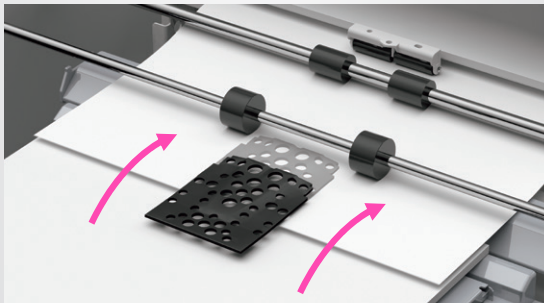
The Press Series supports a broad range of media, making it suitable for many different applications.

**Media weights from 52-400 gsm** are supported with various options as well as banner paper from **82-300 gsm**.



### Reliable Paper Handling

Air Suction feeders utilize vacuum technology to separate sheets when feeding into the machine for **optimum reliability**.



### Small Particle Low Gloss Toner

**Micro-fine toner technology** produces razor-sharp images with solid color fill and balanced density. Small particle toner reproduces crisp text, thin lines, smooth gradations and halftones. Low melting temperature requires less energy and helps lower operating costs.



### Easily Fix Imperfections

Technology built into the Fiery print server can identify the scene in photographic images and **make precise corrections automatically**. This feature can also address low quality images by enhancing brightness or contrast.



*Adjust brightness, skin tone, sharpness, backlit, sky color, noise reduction and more.*

### Consistent Image Quality Page After Page

Users can easily adjust multiple settings in a single step with just a touch of a button, saving time. The **in-line sensor (ILS)** can also automatically adjust print position, front-to-back registration, density and more while printing.



### Print on Specialty Media with Ease

Produce **spectacular documents** with a premium feel **on metallic and color substrates**. The available static eliminator helps ensure media is properly stacked and aligned for trimming, creasing and finishing.



# Industry-Leading Technology

## High-Speed Printing

High-speed printing up to 120 ppm even when printing in 6 colors.

## Precision Imaging

Ultra-high output resolution at 2,400 x 2,400 dpi.

## High Quality Consistent Imaging

Corotron cleaning technology ensures optimum removal of residual toner during print process for beautiful image quality page after page.

## Banner Unit

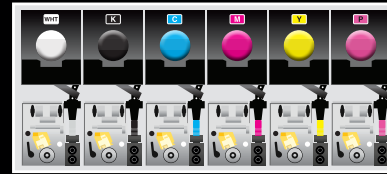
Supports media sizes from 4.1" x 5.8" to 13" x 47".

## Specialty Toner Options

Specialty toners can be layered together or combined with CMYK to create stunning spot colors and effects.

## Easily Switch Toner Cartridges

Toner cartridges can be easily swapped out enabling fast changeovers when using specialty toner.



## Image Process Control

Advanced image process control utilizes test patches between pages to ensure optimum image quality and consistency during operation.

## Micro-fine Toner Technology

Small particle, low-gloss toner delivers smooth reproduction, balanced density and solid color fill.

## High Resolution Monitor

27" (diagonally measured) high resolution display provides easy operation and offers an engaging user experience.



## Optional Paper Feeders

Flexible feeding options can extend capacity by up to 9,050 sheets.

## Versatile Paper Handling

Supports a broad range of print media from 52 gsm to 400 gsm.

## Belt Transfer System

Enhances print quality and reliability for diverse media and applications.

## Internal Paper Feeders

Base engine includes two internal feeding trays that support up to 4,200 sheets and media sizes up to 13" x 19.2".

## Auto Misfeed Clearing

Time-saving purge function automatically ejects misfeeds for jam removal that is virtually hands-free.

## In-line Sensor (ILS)

Helps ensure precision front-to-back registration, image stabilization and calibration, all at rated speed.

## Built-in Cooling Module

Cools printed output during operation, to ensure proper stacking and finishing.

## Interface Decurler Module

Prevents curling using advanced belt and roller technology to help eliminate misfeeds.

## Every stroke resonates with excellence.

Unmatched imaging with striking print precision, speed and dependability.

### Inserter

Insert pre-printed documents and seamlessly integrate with printed output for a customized final output.

### Color-Logic and Touch7 Plug-ins

With the Color-Logic Metallic Color System™, you can create eye-catching metallic colors, or for even more dazzling output, use the Touch7 Neon Color System™ that offers stunning neon effects.

### Full-bleed Printing

Print full-bleed documents up to 13" x 19.2" using the two-sided trimmer.

### High-Capacity Stackers

Delivers production stacking capabilities. Available in single or dual configurations for a total stacking capacity of up to 10,000 sheets. Additional paper carts can be added for unloading.

### Folder Unit

Delivers high quality folded pages for a professional look and feel.

### Square Back Folder Trimmer

Produces professional, finished documents with face trimming and square fold spines.

### Static Eliminator

In-line static eliminator module makes it easy to stack and align specialty media and helps ensure reliability.

### Crease/Two-sided Trimmer

Delivers professionally creased pages to produce unique fold-ready output.

### Finishers

Select the 3,000-sheet stacking finisher with up to 100-sheet stapling capacity, or the booklet maker finisher which can produce up to 120-page booklets.

- **Fiery Workstation**
- Fiery workstation offers convenient job management and includes ES3000 Spectrophotometer, Impose, Compose, Graphics Arts Package, monitor, keyboard and mouse.



- **Fiery Print Controller**
- Powerful Fiery print server maximizes engine performance with superior image processing.

## Flexible configurations for any print environment.

Versatile paper handling and finishing options to meet your business needs.



BP-1200S shown with decurler module and 3,000-sheet stacker finisher.



BP-1200S shown with 4,400-sheet capacity air-suction feeder, decurler module, static eliminator, 5,000-sheet high-capacity stacker and 2,000-sheet booklet finisher.

### Expand your printing capabilities.

A wide range of options for the BP-1200C/1200S enables customers to choose from several **flexible high performance finishing systems** that can satisfy the needs of virtually any small, medium, or large size business.

**Advanced finishing** options include a multi-sheet inserter, dual high-capacity stackers, crease/two-sided trimmer, folder unit, finisher or booklet finisher and a square back fold trimmer.



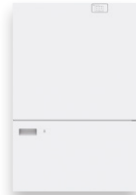
**BP-PT22**  
Banner Unit  
(900 sheets)



**BP-PT10**  
Multi Bypass Tray  
(250 sheets)



**BP-PT11**  
Multi Bypass Tray for Banner Print  
(250 sheets)



**BP-PP21**  
Crease/Two-sided  
Trimmer



**BP-PP23**  
Finisher  
(3,000 sheets)



**BP-PP24**  
Finisher with Booklet Maker  
(2,000 sheets)



**BP-PP29**  
Square Back Folder Trimmer  
(up to 30 sheets)



**BP-PP22**  
Folder Unit  
(up to 30 sheets)



**BP-PP14**  
Inserter  
(250 sheets)



**Main Unit**  
(4,200 sheets)



**BP-PP10**  
Offset Catch Tray  
(500 sheets)



**BP-PP11**  
Long Catch Tray  
(300 sheets)



## BP-PE12 Fiery Print Server

Introducing the BP-PE12 Fiery server, incorporating advanced applications and processing capabilities to truly elevate your production print output.

The BP-PE12 Fiery print server for the Sharp BP-1200C/1200S offers smart automation and integrated tools delivering unique print capabilities that stand out from the rest.



*View printed jobs, jobs waiting and backup schedules with the Fiery Quicktouch™ software interface.*



### Unrivaled Efficiency

The Fiery server incorporates HyperRIP™, an **innovative Fiery function designed to expedite processing** of large and complex jobs to expand your print capacity with confidence. Increase efficiency with the included browser-based Fiery JobFlow™ Base prepress automation software. Minimize setup time and reduce waste with Fiery JobExpert which automatically analyzes incoming PDF files and dynamically chooses optimal Fiery print settings.

### Stand Out Through Personalization

Utilize Fiery FreeForm™ Create, an included application, to easily and **quickly generate personalized print jobs**. Incorporate variable components such as text, images or barcodes and add specialty colors with just a few clicks.

### Dazzle with Specialty Colors

Enhance your output with premium effects by utilizing up to **two specialty colors simultaneously** on the BP-1200S, enabling the creation of dazzling metallics and an array of rich, vibrant color expressions. Simplify the handling of specialty colors with built-in tools such as Fiery ImageViewer and Fiery Spot Pro.

### A Unified, Integrated Print Room

**Centralize job management** with Fiery Command Workstation. Integrate your print production workflow for efficient end-to-end automation. Use the Fiery Workflow Suite of integrated products, like the included Fiery Impose-Compose, or Fiery JobMaster, to accelerate makeready from job setup through production in one single interface.



## COLOR-LOGIC Metallic Color System

Unlimited metallic effects. Design and print using silver toner or white toner on metallic substrates.

Color-Logic is a pioneering company in the printing and design industry, renowned for its revolutionary approach to color communication and design. Specializing in metallic color systems, Color-Logic provides a suite of software tools and techniques that enable designers and printers to produce striking metallic effects and embellishments. Their innovative technology simplifies the process of creating and printing metallic colors, making it accessible for a wide range of applications, from packaging and labels to marketing materials and beyond. By integrating seamlessly with existing design software and printing processes, Color-Logic empowers designers to bring a new dimension of color and brilliance to their work. Visit [www.color-logic.com/sharp](http://www.color-logic.com/sharp) for more information.



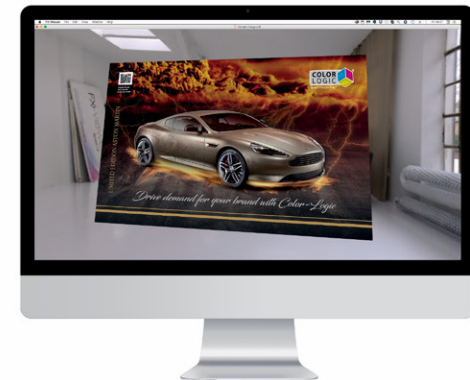
### Color-Logic Swatch Books

Print the Color-Logic swatch books on your press. This provides a 100% color accurate metallic system for your clients to work with.



### Color-Logic Design Suite™

Create beautiful metallic embellishments using automated metallic color palettes and plugins for Adobe Creative Suite or Creative Cloud.



### FX-Viewer™

See Color-Logic formatted designs on-screen in metallic, using a virtual proofing system (this is a Mac-only application).



## TOUCH7 NEON COLOR SYSTEM

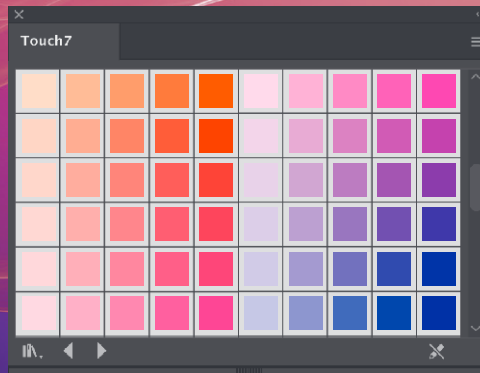
Extended color gamut printing. Design with bright neon colors, deep saturated hues or subtle pastel colors.

Touch7 Neon revolutionizes the digital printing landscape with its two-component color system: Touch7 Vector and Touch7 Photo. This innovative system significantly enhances the color gamut of digital printing devices. At its core, Touch7 Neon seamlessly blends neon/fluorescent toners with primary process toners (CMY plus Neon), crafting a spectrum of vivid and dynamic colors. The Touch7 Photo plugin, renowned for its simplicity and efficiency, features intuitive “one-click” buttons that streamline the image separation process. This allows for rapid preparation of images for printing, often in mere seconds, and eliminates the need for intricate image masking. Such streamlined efficiency is especially advantageous for accelerating the 5th color workflow. Visit [www.touch7.co/sharp](http://www.touch7.co/sharp) for more information.



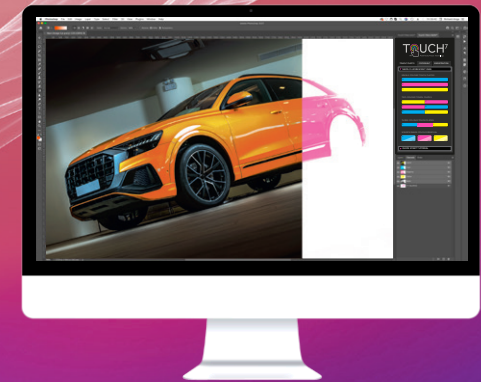
### Touch7 Swatch Books

Download the Touch7 swatch book templates, add your logo and branding and print them out on your press using your own in-house press profile for a 100% color accurate color system.



### Color Palettes

Automated color palettes for Adobe Illustrator© and InDesign© – drag and drop your chosen color on to your artwork and it will automatically separate your design into the appropriate color builds.



### Touch7 Photo Neon™

Touch7 Photo is an image separation plugin for Adobe Photoshop©. Using simple “one-click” buttons, images are prepared for print in seconds, and with no image masking required.

## Environmental Commitment

Sharp is committed to environmental sustainability and corporate responsibility.

### A Responsible Approach to Design

Sharp products adhere to the Sharp Corporation Green Products Guidelines, which require designing products that consume less power, use recycled materials and reduce materials used in packaging.

### Toner Recycling Program

Sharp offers zero-waste-to-landfill recycling for Sharp consumables at no cost to our customers and encourages them to recycle their Sharp toner cartridges by providing them with a pre-paid recycling kit for return to our facility.

### Environmental Commitment

The Color Press Series models are ENERGY STAR® 3.2 certified. Imaging products that are Energy Star 3.2 certified help contribute to a cleaner environment.

For more information about Sharp Corporation environmental leadership including information about energy efficient products, electronics, or toner cartridge recycling, please visit [www.sharpusa.com/environment](http://www.sharpusa.com/environment).

## Press Series. Simply Smarter.

The Color Press Series from Sharp delivers unrivaled capabilities to digital printing offering stunning 4-color imaging that can be augmented with up to two specialty colors. To learn more, visit [www.sharpusa.com](http://www.sharpusa.com).



# SHARP®

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