



Craft shops, Designers, Creators, Artists and Print shop business

*“GOCCOPRO100 is user-friendly and cost effective. So, we are using GOCCOPRO100 for our printing workshop and for service of supplying imaged screens to our customers.”*

## JAM Corporation

Online print shop  
Osaka, Japan

Mr. Masanori Yamakawa, who is representative director of JAM Corporation, established his company originally as a quick print shop. He said, "In five years from the establishment of the company we plunged into the age of a price cutting war where 100 business cards were sold at the price as low as JPY 1,000 (approx. €10). Then we thought that we would have to provide customers with added value other than low-price quick printing. We had been using Risograph machines, digital duplicators for long and we fully knew what Risographs were able to do inside out, and we were clever at using them. So, we changed gear and decided to become a quick print shop by taking full advantage of our expertise of Risograph printing and specializing in printing by Risograph. We also provided customers with raised printing. We prepared special paper so that customers could produce and enjoy their own unique prints.

At present our company is well known under the name of "Retro-flavored Printing JAM" in Japan .and this name is widely spread among artists and designers by word of mouth. We are printing flyers for music related companies, art gallery postcards, café shop cards and pamphlets of artists in small print quantities.

We became interested in screen printing that is the same as Risograph, digital duplicators, in technology. However, traditional screen printing required some pieces of equipment and a big work area for making emulsion coated screens, and it also required special experienced skills. We came to know GOCCOPRO100. All you have to do is just



place the machine on the table and press the button, and then, screens are digitally and automatically generated. As soon as we saw GOCCOPRO100, we thought this was the very screen maker that we wanted, and decided to introduce it into our print shop at once."

We have a concept. That is "**WE PALY WITH PRINTING AND WE ENJOY WITH PRINTING.**" Based on this concept, we have been organizing various workshops six times a year where people can experience and enjoy stencil printing such as mimeograph. We wanted to include screen printing by GOCCOPRO100 in the program of our workshop. We just ask participants to pay costs only for materials, so running these workshops do not pay, but we think this is an investment. We sow seeds for future harvesting. We want all artists and designers to



know the world of screen printing, and to expand and diversify the way of their artistic expression. Helping and supporting them is one of our company's missions.

**Image data is directly transferred to GOCCOPRO100. Master making is very easy and low-cost.**

We have started business of selling imaged screens to our customers. Our customers bring the image data to us, and in front of customers we make screens on GOCCOPRO100 directly from the image data, and we sell imaged screens to them. We request our customers to buy a frame, stretch a screen onto the frame, put ink and screen-print using a squeegee. Our target customers are designers and art students studying at technical colleges and art universities. The art students at technical colleges and art universities have a class of screen printing. They know what screen printing is. People without knowledge of screen printing can experience screen printing at our workshop and can find how interesting and profound screen printing is. We think once they take interest in screen printing at our workshop, they will come back to us and use our service of an imaged screen supply.

The strong point is GOCCOPRO100 can make screens directly from digital data. It is very common that artists and designers of today draw designs by PC, therefore, unless they can use digital data for screen making, any screen maker is useless. One of the big reasons that we decided to introduce GOCCOPRO100 to our print shop was we came to know customers were able to directly use data format of Illustrator, PDF and JPG for screen making. We think artists and designers can develop and expand their unique way of expression by making full use of GOCCOPRO100 through trial and error. GOCCOPRO screen masters can be accepted water-based ink, oil-based ink and solvent ink. The cost of screen making by GOCCOPRO100 is lower than that of screen making by traditional emulsion screen. We can

cope with various kinds of customer orders because we are able to test-print various kinds of prints using various kinds of paper and inks. We have been always trying to meet any kind of customers' print demand by trial and error. This has made us what we are now.

**Decision making factors:**

1. GOCCOPRO100 is user-friendly and ideal for using at a printing workshop and is also good for service of providing imaged screens to our customers.
2. Screen making is made directly from image data
3. Cost of Screen making is low, so GOCCOPRO100 can be easily used to put design ideas into actual printing and testing, and to expand screen printing applications.



**\*\*Corporate Profile\*\***

JAM Corporation

Owner of the company: Mr. Masanori Yamakawa

URL <http://jam-p.com>

JAM is operating as an online print shop. It provides Risograph printing services to customers. JAM does not use off-set printers and ordinary ink jet printers. JAM specializes in printing by Risograph and provides a wide range of printing services such as multi-color flyers, postcards, business cards, pamphlets in small quantities. JAM's sales point is "Retro- flavored printing" that is made possible by Risograph. JAM has a very high credit for high quality printing by Risograph. Commercial printing done by JAM is very well accepted by its customers, and printing done by JAM is also very well supported by artists and designers. JAM is a unique printing company.



