

## CASE STUDY: M&M Printing & Graphics – A Passion for Printing

### Company

M&M Printing & Graphics, Inc.,  
Auburndale, Florida

### Profile

Beginning its second decade of commercial printing, M&M Printing & Graphics has 10 employees.

### Challenge

As its business grew, M&M Printing & Graphics was looking for a way to increase throughput while also reducing overtime—without giving up the quality and efficiency of DI printing that the company and its customers are used to.

### Solution

A Presstek 52DI digital offset press

### Results

- Doubled revenues in the two years since installing their first DI press; a Presstek-enabled Kodak 5334 DI.
- Gained the equivalent of two to three extra hours per day through the increased automation and faster print speed of the Presstek 52DI.
- Able to handle an increased volume of work in fewer hours, producing one million impressions in the first six weeks.
- Automated operation and maintenance functions, combined with waterless printing process, make it easier to add a second press operator without having to seek a tenured, skilled craftsman.

### Timeline

2005: Installed a Kodak 5334 DI press

2007: Installed a Presstek 52DI press

### Recognizing the Value of DI® Printing, M&M Upgraded to a Presstek 52DI

“I absolutely love the printing business,” says Jim Murray, who co-owns M&M Printing & Graphics with his wife, Tina. “I knew from the time I was 12 years old that I wanted to be a printer, and here I am today, still as passionate about the business as ever.” A Presstek 52DI digital offset press is new fuel for that passion.

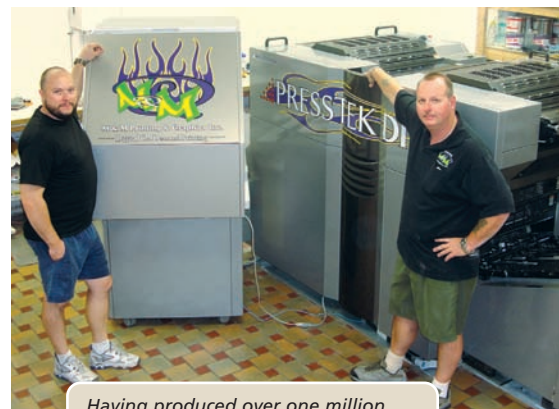
Murray recalls that he used to work with his brother-in-law hand collating in a printing operation, and was always fascinated by the presses. By age 18, he was running 40" presses. Ultimately he became the plant manager for a mid-sized printer. Meanwhile, Tina caught the printing bug and started a print brokering business out of the couple's home. “We bought our first duplicator and a tabletop folder so we could produce some of the work ourselves,” says Murray. “The company just kept growing, so I decided to join Tina full-time.”

For the first five years, the couple managed on their own by working lots of hours including nights and weekends. Today, they employ a staff of 10 and revenues have more than doubled since installing their first DI two years ago. “We have worked hard,” he adds, “but we have had fun and it is rewarding to be able to make a living doing something you love.”

### Their First DI Press Was an Easy Choice

The Murrays had been long-time customers of the former ABDick Company, and when Presstek acquired ABDick in 2004, their sales representative talked to them about a Kodak 5334 DI, a 34cm press. “My pressman and I went to a Presstek Open House in Atlanta,” Murray says, “and we could not believe what we saw. I signed the deal on the spot and my pressman thanks me every day.”

Murray adds, “My pressman and I had been in the business for a while, both in our mid-40's, and we scratched our heads for a year over this press, saying, ‘Did you ever think printing would come to this,



Having produced over one million impressions in the first six weeks after installation, M&M Printing & Graphics decided to add a muscle car logo to their Presstek 52DI press. The graphics illustrate the company's enthusiasm for DI printing.

## Case Study: M&M Printing & Graphics — A Passion for Printing *Continued*

and that it would ever be so easy to print high quality, heavy coverage offset?”

M&M was able to take advantage of the DI press' waterless printing capability, automation, color consistency and on-press imaging to very significantly increase production—from three to four print jobs per shift to 18. “At first,” Murray says, “we wondered where the work would come from. Once we started promotional mailings to other printers in the area, the work flowed in. And word of mouth in the community continues to pay off for us.” Murray explains that the speed, quality and cost-effectiveness of DI printing meant that the firm could produce very high quality short-run printing at a price so competitive, it was easier for other printers to outsource to them than to try to produce these jobs themselves.”

### Continuing the Growth

In fact, the work flowed in so quickly that the Murrays and their staff soon found themselves working long hours and lots of overtime to keep up with it. “That’s when we heard that Presstek had brought a new DI press to market,” he says. “The Presstek 52DI has a larger sheet size, a production speed of 10,000 impressions per hour, and a 10-minute makeready compared to the 7,000 iph and 15-minute makeready we had with our first DI.”

Murray immediately saw the Presstek 52DI as a way to increase his shop’s throughput and to expand the range of applications he could produce. “Not only is the 52DI faster,” he says, “but we also added the densitometer on the front end for increased automation, making it even easier for the pressman to maintain color throughout the run. And the larger sheet size gives us more flexibility.”

According to Murray’s calculations, upgrading to the 52DI actually gives him back two to three hours a day. He explains, “With the 52DI we save nearly two hours of makeready time on the 20 jobs we run through here each day. Add to that the increased automation and increased speed, and the 52DI has made an amazing difference. My pressman is still thanking me!” Murray reports that the company produced one million impressions on its new Presstek 52DI in the first six weeks.

### Taking the Next Step

The next step for M&M is to add a second shift, and the 52DI will help the Murrays with this as well. Murray points out that it will be easier to hire a press operator to run the DI press than it would be to hire an operator for a conventional press. This is important, he says, in a time when skilled labor for the printing industry is hard to come by.

“Can you put an office worker on the press,” he queries? “Probably not, because you are still dealing with ink on paper. But you can take a duplicator operator that has basic knowledge

of printing, and that person can easily run this machine. I tell people, if you can print to a laser printer or color copier, you can print to this press. All you do is select the print driver, select the page size, and literally drag and drop the file to the press.” He points out that maintenance is easy as well, with the pressman adjusting the rollers on the press about once a month, and with no tinkering with the ink/water balance on this waterless press. On this, Murray speaks from experience. He assigned a new employee, one who runs the firm’s two-color duplicator, as backup to the DI pressman.

“He picked it up in a couple of hours,” he adds.

In addition, Murray indicates that, thanks to the next-day service the 52DI enables him to offer, his firm has been at full capacity all summer long. He concludes, “I love to make people happy, and I love getting e-mails

thanking us and telling us how awesome we are. I thrive on it, and the 52DI ensures that we can continue to grow with a base of satisfied customers for sometime to come.” ■



*Samples of work produced by M&M Printing & Graphics illustrate the wide range of projects and high quality digital offset printing of the Presstek 52DI press.*



For information about Presstek digital solutions, or for a schedule of demonstrations, visit  
[www.presstek.com](http://www.presstek.com)  
or call 1-800-524-0003 x3599.