

## CASE STUDY:

# Miller's Minuteman Press—Always Growing



## Subject:

Miller's Minuteman Press, Owings Mills, Maryland

## Profile:

Full-service Minuteman Press franchise operating in five Maryland locations with over 100 employees

## Challenge

Accommodate a successful growth strategy that has expanded the company's customer base and resulted in a growing volume of print orders, while ensuring consistently high quality products, timely delivery, and competitive pricing

## Solution

A Presstek 52DI digital offset press to compliment two existing 34DI presses

## Results

- Able to meet the demands of a growing customer base and workload
- Competitive pricing through a low cost per page
- Increased revenues
- Greater production flexibility with the larger 52 cm format
- Consistent color sheet-to-sheet and job-to-job
- Low waste volume and other environmentally-friendly benefits
- Customer satisfaction

## Needing to Increase Press Capacity, There was "No Question" Where to Turn: A Presstek 52DI

**F**rom its origination in 1999, Miller's Minuteman Press (Miller's MMP) has grown from its original single location into one of the largest Minuteman Press franchises worldwide, now operating in five locations in the Greater Baltimore area and serving a broad regional market.

Since a previous Presstek case study profiled the company in 2010, Miller's MMP has

seen exponential growth and dramatic change within the company. "Over the past several years, we have seen steadily growing sales, increased client portfolios, added new team members, expanded our office space, and now offer more services and products while continuously updating technology and equipment," states Leigh Cohen, Miller's MMP's Marketing Director.

Due to the growth of the company, along with the opening of a new headquarters and central production facility, Miller's MMP recently added a third DI® press to its arsenal of tools to handle the increased workload. "We were so pleased with our two Presstek 34DI's that there was no question where we'd go for our next solution," says Cohen. For the newest DI press and to best handle the growing workload, Miller's MMP chose the 52DI model offering a landscape 20-inch print format.

## A Commitment to Growth

"The most important thing for any business is to continuously grow. Our new headquarters and expanding operation highlight our commitment to growth for both our company and the community at large," comments Miller's MMP President and CEO Keith Miller.

This commitment to growth has been rewarded with a continuously growing base of customers, as well as community and industry accolades. Over the past decade, Miller's MMP has been recognized with local, state and national awards for its successful growth strategy and business culture. "In 2010, we were recognized as the Maryland Chamber of Commerce Small Business of the Year, and 2013 saw us inducted into the Baltimore County Chamber of Commerce Business Hall of Fame," Cohen offers as just a few recent examples. "We've also experienced continuous improvement in our ranking from *Quick Printing Magazine*, making the Top 10 in 2015."

*Continued on reverse*



The three DI digital offset presses at Miller's MMP's central production facility, what the company aptly named its "Strategic Factory," provide a "go-to" platform for highly efficient and profitable four-color printing.

**"Our new headquarters and expanding operation highlight our commitment to growth."**

**"The two 34DI's and the 52DI impress us in every category. We haven't come across a job yet that these machines can't handle."**

**"The DI's are fast and efficient while producing high-quality prints. They increase revenues while reducing waste and are environmentally friendly."**

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Continued

## Meeting the Growth of Sales and Volume

All this growth and success led to the construction and recent opening of a new state-of-the-art central production facility. This 40,000 square foot headquarters opened for business in 2015, and Miller's MMP is now capable of being a one-stop-shop for all of its customers' printing, mailing, marketing, promotional, signage and production needs. "We have increased our staff to nearly 100 employees and are recruiting additional positions to ensure we constantly exceed clients' expectations in terms of customer service, turnaround times and the quality of the products we deliver," Cohen says.

Pleased with what its two 34DI presses provide in terms of production speed and efficiency, the choice to add a 52DI "to the mix" was an easy one for Miller and his team when they planned their new central facility. "Both 34DI's are not only still in operation, they are used daily and are essential pieces of equipment," Miller says. "The two 34DI's and the 52DI impress us in every category," he continues. "We haven't come across a job yet that these machines can't handle. The DI's are fast and efficient while producing high-quality prints. They offer a low cost per page whether we are doing a small run or a very large run, which has increased our competitive advantage and supported our growth. They increase revenues while reducing waste and are environmentally friendly, which is an important part of our green philosophy."

"The larger 52DI runs jobs faster and allows us to print larger-sized jobs," Miller explains. The company's production crew reports that the 52DI easily handles heavy coverage, and the larger format provides production flexibility with more options for ganging jobs, dealing with potential ghosting issues, and accommodating printer marks, bleeds, and job information.

## "Go-to" Devices

While Miller's MMP operates a range of printing equipment including five conventional offset presses, two inkjet presses and seven digital copiers, "Our DI's are our go-to's for the vast majority of our print jobs," Miller states. "We turn to one of the DI's over toner if the job is 750 copier clicks or more. The DI is also best for color-critical prints, since we have the capability to dial the color in on the DI from one job to the next and register sheet to sheet! Our DI's let us guarantee that a customer's print job will look the same today as it did months ago."

## All Eyes on the Future

With assistance from its three DI presses, the Miller's MMP team operates a highly successful, growing hub and spoke business. All of its store locations combined with the new central production facility now total over 55,000 square feet. Miller and his crew are always looking at the future, and it's in that spirit that Cohen says, "Watch this space. Further expansion is coming soon!" ■

