

## CASE STUDY:

# A Print Revolution with the Presstek 52DI® press

### Company

Print Revolution, Nottingham, UK

### Profile

Short run four colour printer.

### Challenge

To run a lean, but profitable, company, capitalising on the latest technology and keeping staff to a minimum

### Solution

A Presstek 52DI digital offset press

### Results

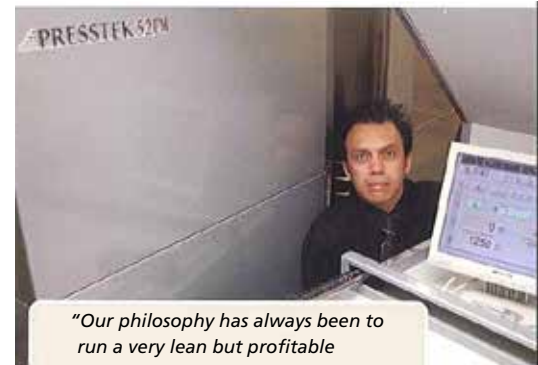
- 52DI is the quickest, most straight forward way to print
- 40% increase in productivity
- Ability to win work from conventional 4-page litho printers
- Increased profitability
- Easy to operate with minimal training
- Overtime eliminated
- Chemistry free process helps to win new business
- Significant improvement in quality, printing at 300lpi

## Presstek 52DI Winning work from conventional litho printers

**T**he installation of a Presstek 52DI digital offset press has enabled Print Revolution to win short run colour work from conventional 4-page litho printers. “I think that conventional litho printers often struggle with profitability by tying up a 4-page press for a day on short run jobs,” said Paul Bamford, co-director. “That’s why we are winning business with the 52DI press. We can offer the same price, exceptional quality, superb registration and very fast turnaround because the 52DI automatically images the plates on-press, saving us a lot of time.”

## Simplest, quickest and most straight forward way to print

“Our philosophy has always been to run a very lean but profitable company, capitalising on the latest technology and keeping the number of staff to a minimum,” he maintained. Print Revolution was an early adopter of Presstek’s DI portrait presses. “Adrian Collier and I set up the business six years ago because we saw



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the opportunity to build a profitable business around short run, four colour printing. As there were only two of us at the time and Adrian’s skills are in prepress, we wanted a press that

we could both operate. That meant we needed a device that could give us the simplest, quickest and most straight forward way to print. The DI press was the obvious solution. It’s a highly automated, waterless press that was easy for Adrian to

learn how to operate with minimal training. It worked well for us and we paid for it in four years,” he continued.

**“If you have the right equipment, you can continue to provide customers with what they want, meet their deadlines and add value to your offering.”**

## Case Study:

A Print Revolution with the Presstek 52DI® press  
*Continued*

After two years of consolidation during which time they had taken on two new members of staff and equipped the finishing department, they were back in the market for a new press. "We needed more capacity because we were working long hours simply to get the volume of printing finished on time. We took a fleeting look at conventional litho presses on the market and vowed that, having enjoyed the benefits of a DI digital offset press for six years, we would never go back to conventional litho technology again. We knew there was a better way," Paul pointed out.

## Increased production throughput and improved quality at 300lpi

Print Revolution had been watching Presstek's developments and was confident that the 52DI would help expand their business. "It's cutting edge technology," Paul commented. "This landscape press is a completely new generation machine from the one that we originally had but the improvements like the steam feeder, increased rolling power and the ability to print at 300lpi, instead of 175lpi, make a real difference to our production throughput and quality. Without a doubt our quality is first class and the increased rolling power of the 52DI has made life much easier, particularly on solids because they don't need as much ink. We can turn jobs around the same day if necessary."

## Chemistry-free process helps us win new business

"We have a broad mix of work, which is healthy, and we will design from concept or check files that are sent to us using the Presstek Momentum Pro workflow. We print on a wide range of stock up to 500 micron card and recycled papers. The chemistry-free benefits of the press are good marketing tools for local government and companies who want to put their work with an environmentally friendly printer."

## 40% more productive, making us more profitable

The company has always monitored its daily workload. Previously, Print Revolution was able to invoice between £1000 to £1500 a day, but now the 52DI has enabled them to achieve increases in their productivity to £2500 a day.

"What makes a big difference is that we can be at least 40% more productive. It's more profitable and we now have a life outside of work because we can go home at a sensible hour and no longer need to work on weekend," Paul

explained. "If we do eventually fill the capacity of the press, then we will work a double day shift."

Paul and Adrian have worked hard to build up a loyal customer base. As they explain, "If you have the right equipment, you can continue to provide customers with what they want, meet their deadlines and add value to your offering. You certainly don't need to be the cheapest printer in town to win the business. It's a philosophy that has worked for us because we've managed to keep 90% of our customers and then we build on them year over year. If

you start losing a lot of clients, it's really hard work to replace them. Its always been our view that you need to keep moving forward to grow a successful and profitable company and that's where our investment in the Presstek 52DI

press has paid off. We give it full marks for speed, quality, reliability and value for money."

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For information about Presstek digital solutions, or for a schedule of demonstrations, visit

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or call +44 (0)20 8745 8000

