

CASE STUDY:

Lantz Stationery—The Way Forward with Presstek CtP

Company

Lance Stationery—Ireland

Profile

Ireland's premier manufacturer of wedding stationery and the biggest printer of charity Christmas cards

Challenge

Bring the complete prepress operation in-house

Solution

A Presstek Dimension225 Excel computer-to-plate system and chemistry-free Anthem Pro plates

Results

- Significant savings in production time and costs
- Eliminated problems associated with handling and disposing of chemistry
- Faster restocking of cards

“To put an Anthem plate on press and get it running to full production only takes two to three minutes, which is a great time and cost saving.”

Presstek Chemistry-free CtP Gives Lantz Stationery Total Independence

Lantz Stationery, Ireland's premier manufacturer of wedding stationery and the biggest printer of charity Christmas cards, has installed a Presstek Dimension225 Excel CtP system. The installation was handled by Presstek's Irish distributor, Andrews Graphics.

Lantz Stationery started as a commercial printer 29 years ago and found a niche market in wedding stationery.

The Presstek CtP system has given the company total independence whereas

previously they relied on an outside repro house to output film from Quark files. This process took three days to complete, plus the time for conventional platemaking. “When our repro house told us that they were going to stop film output because we were one of only two customers left still requiring film, we had to move quickly,” recounts

Paul Hughes,

Director of Lantz Stationery. “In the space of six weeks, we made a decision, placed the order and Andrews Graphics installed the Dimension platesetter.”

“It goes without saying that the future is CtP. As our litho department has a Heidelberg Speedmaster CPC 2000 perfecter and a GTO press, we naturally looked at that manufacturer's

CtP solution—but it required a lot of plumbing,” Hughes recalls. “That is where the Presstek Dimension scores. It has so many advantages. To begin with, it's a totally independent

machine with a small footprint. Most importantly, it uses Presstek chemistry-free Anthem Pro plates.”

Hughes points out multiple advantages of Presstek's chemistry-free CtP. “As well as being environmentally friendly,” he notes, “they take away the cost of buying chemicals and the hassle of disposing of them. It's also a very simple process. The operator drops the plate in, the Presstek Dimension images it, and then the operator rinses it through a small water wash unit.”

Continued on reverse



Paul Hughes, Director of Lantz Stationery, at work with the Presstek Dimension225 Excel

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Continued

Saving Time and Money Without Compromising Quality

The company introduces 200 to 300 new designs a year and 50 new Christmas cards. “We pride ourselves on being able to produce everything in-house except our invoice and order books. Quality is very important to us but at the same time, cost of production is essential. Our litho and digital systems have to be economical to run,” Hughes emphasizes. “We estimated that it would take 10 to 15 minutes to put an Anthem Pro plate on press and get it running to full production, but it actually takes only two to three minutes, which is a great time and cost saving.”

“As well as being environmentally friendly, the Dimension takes away the cost of buying chemicals and the hassle of disposing of them.”

Cards, which carry the same image on the outside and the inside, such as Mother’s Day and Valentine cards, are printed on a

four-colour digital press, also supplied by Andrews Graphics. All the inserts and flat cards are printed digitally while the remainder are printed offset litho.

“If a card goes out of stock, we can put it back into stock within days, which would have been impossible before we installed the Presstek Dimension225,” Hughes points out. “My only regret is that we didn’t invest in one ages ago. It is the only way forward for any small- to medium-size printer. It has given us total independence—and independence is very important to us.” ■

**Presstek Dimension225 Excel
and Anthem Pro Plate**



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