

# CASE STUDY: City Colors — Leveraging DI® Technology for a Bright Future

## Company

City Colors, Miami, Florida

## Profile

A family-run business, City Colors exclusively serves the trade with printing of business cards, postcards and other color products.

## Challenge

City Colors was producing short-run digital offset color using three Presstek-enabled Quickmaster DI presses. The company was looking for a way to improve both quality and productivity in its digital offset operation to keep customers' costs low while improving its margins in a highly competitive business environment.

## Solution

Two Presstek 52DI presses

## Results

- 25 percent yearly revenue growth is expected to continue or even increase
- Higher automation results in increased productivity and color consistency
- Ability to produce more ganged-runs per week without adding shifts or staff
- More jobs are ganged per sheet due to the larger 52DI sheet size
- Significant improvement in quality with no incremental increase in cost to the customer
- High resolution printing up to 300 line screen
- Capacity to increase the variety of work that can be produced on its DI presses

## Printing for the Trade with Two Presstek 52DI Presses

The Infante family started their general commercial printing business in the Miami, Florida, area in 1988 under the name Metropolitan Printing. Ten years later, owners Roberto Infante and son Miguel changed their business plan and opened a full-color printing operation serving the trade. They named the business City Colors. Their strategy is paying big returns—the business has been growing at a rate of 25 percent year-over-year for the past four years. Today, two

Presstek 52DI presses are adding to that growth.

*Printing for the trade, City Colors receives orders from customers located primarily in the Eastern and Central U.S., but it is seeing business expand to include customers from throughout the entire country.*



City Colors offers printers and other trade customers the ability to order business cards and postcards at extremely competitive pricing with fast turnaround, generally with next-day shipping. This leaves its large printer customers free to focus on producing the larger print projects to which their operations are best suited, and allows graphic designers and small print shops to deliver these full-color cards at competitive prices. City Colors is able to provide prices that are exceptionally competitive in any market because its operation is specifically optimized to produce these cards. Multiple jobs are ganged together for the most efficient production possible. Customers, according to Infante, are able to re-sell these items with as much as a 300 percent margin.

When City Colors was launched in 1998, the Infantes already recognized the benefits of DI and based a large part of

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their operation on two Presstek-enabled Quickmaster DIs. The company purchased a third QMDI in 2005. While the company also produces other commercial printing, including brochures, menus and flyers, all three QMDI presses were kept busy turning out gang-run business cards and postcards.

## Raising the Bar With the Presstek 52DI

While Quickmaster DI presses served the company well as it grew, the Infantes were looking for a way to take the business to a higher level. That is when they learned about the new larger format and more automated Presstek 52DI press.

The Presstek 52DI provides a 52cm (20.47" x 14.76") landscape format for higher versatility and efficiency. Features include 4.5-minute on-press imaging time for all four plates at 2540 dpi resolution, highly automated printing features, and printing speed up to 10,000 sheets per hour. Complete makeready takes ten minutes, including plate changes, imaging, automated cleaning, and ink presetting. Presstek's ProFire Excel Imaging and ProFire Digital Media produce high resolution printing up to 300 lpi and stochastic screening.

Seeing the advantages of the Presstek 52DI over their older

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model DI presses, City Colors traded in one of its QMDIs for a Presstek 52DI in December, 2006. They were so pleased with the results that they traded in another

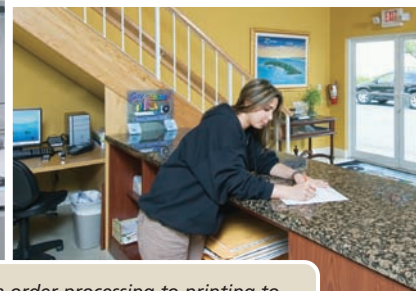
QMDI one month later for a second Presstek 52DI.

According to Miguel Infante, "95 percent of our business card orders are for quantities of 1,000. With our QMDI presses, we were able to run 24 different customers' business cards on a sheet. Our advanced cutting operation processes an entire run of business cards in one shot. We have a very efficient operation, turning out tens of thousands of business cards and postcards per day." But Infante believed City Colors could do even better, and that was why the company acquired its first Presstek 52DI press.

## Even Higher Efficiency with the Presstek 52DI

"While we averaged 30 minutes per ganged run on each QMDI," says Infante, "we were only able to produce 150 lpi resolution printing and we had to deal with a fair amount of manual intervention to maintain quality and consistent color."

With the 52DI, City Colors is able to produce a ganged run of 34 business cards with bleeds on all edges in about 20 minutes, with virtually no manual intervention and with



*From order processing to printing to shipping, City Colors' entire operation is optimized to fill thousands of orders for short-run color printing every week. Two Presstek 52DI presses now expand the trade printer's capacity even further.*

significantly higher quality at 300 lpi. Infante adds,

"consider that we are running 15 to 20 of these ganged-runs per day, per press, and the time saved adds up to the ability to print at least six to eight more runs per week on each of the 52DI presses without adding shifts or personnel." Similarly, 4" x 6" postcards are run nine per sheet and also benefit from the automation and shorter production times of the 52DI.

"The 52DI presses," says Infante, "allow us to reduce our price to the trade since we are producing ten additional unique business cards per sheet."

About the decision to purchase a second 52DI, Infante says, "We believe we are the first company in the world to have two of these amazing presses. We will dedicate one press to business cards and one to postcards. Plus, we have redundancy, which is important in a fast-paced environment like ours." City Colors' press operators were up and running on the new presses quickly. "Our pressmen love the new Presstek 52DI presses," reports Infante, "and, like our customers, they are extremely pleased with the quality and consistency the presses generate." ■

For more information about City Colors, visit [www.citycolors.com](http://www.citycolors.com)

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.

