

CASE STUDY:

MacLaser Printing — High-Flying High-Quality Printing

Company

MacLaser Printing, Mississauga, Ontario, Canada

Profile

Founded 25 years ago as a graphic arts service bureau, MacLaser added printing in 1995. The company has six employees.

Challenge

One of the company's largest customers changed all of its materials to four-color, driving the need for a more efficient four-color printing process.

Solution

A Presstek 52DI® digital offset press

Results

- Increased operational efficiency and reduced turnaround times
- Customers have noticed a significant quality improvement
- New customers attracted by the environmentally beneficial aspects of the Presstek DI press
- Ability to print on up to 20-point stock has opened new application opportunities
- Able to closely match Pantone® colors with CMYK process

Adding a Presstek 52DI® Digital Offset Press to Meet Customer Needs

MacLaser Printing added a Presstek 52DI digital offset press in November 2007. The company was founded 25 years ago as a graphic arts service bureau and added its first offset printing press in 1995. Today, the company has three two-color presses in addition to its Presstek 52DI press, and six employees, including owner Sal Indovina and his wife, Lynne Marie.

“We have always produced a significant amount of four-color printing,” says Indovina. “But with one of our largest customers converting all of their materials from two-color to four-color, we needed a solution that would not only improve our four-color printing quality, but our operational efficiency as well.”

By installing the Presstek 52DI, MacLaser has not only been able to satisfy the needs of this important customer, but has found new opportunities as well.

“We needed a solution that would not only improve our four-color quality, but our operational efficiency as well.”



Sal Indovina



MacLaser Printing is located adjacent to Toronto's Pearson International Airport, Canada's busiest. Like the many jetliners taking flight nearby, MacLaser's business is climbing after the installation of a Presstek 52DI digital offset press.

“With the Presstek 52DI press,” says Indovina, “we can now print on 20-point stock, which allows us to do some packaging and other specialty applications.” One example Indovina cites came from Budweiser, who planned a Superbowl trip. “We printed all the passes for them on heavy stock, and they were delighted.”

Indovina has also seen a good opportunity in the production of four-color envelopes. “With the DI, we have mastered the workflow and we can produce 9,000 No. 10 envelopes an hour. This is a growing market.” MacLaser customers like the ability to distinguish their

envelopes with four-color images, driving a higher open rate when their mail hits mailboxes. “This works for both business-to-consumer and business-to-business mailings,” Indovina points out. “One great example was a mailing we did for a

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Case Study:

MacLaser Printing—High-Flying High-Quality Printing *Continued*

furniture company that was promoting lockers to fitness clubs. We printed an image of a woman in a fitness club locker room right on the envelope rather than just putting the company name. The picture of the product says it all, and the envelope is much more likely to be opened.”

The Presstek DI press has also allowed MacLaser to significantly reduce turnaround times, delivering many jobs same-day or next-day. “This is a competitive advantage in our marketplace,” Indovina reports, “because everyone is always in a hurry. Add to that the quality and the environmental aspects, and it is a win for us. It is one thing to say you can print fast, but it is another to ensure that it will look good and promote sustainability.”

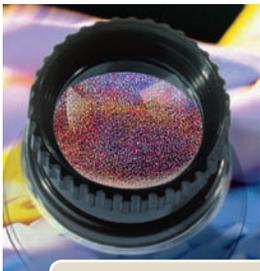
Growing Green

Canadian businesses are also looking for more environmentally friendly printing solutions as ‘green’ becomes more important across the board. “We have acquired a number of new customers because of the environmental aspects of the 52DI,” says Indovina. “Waterless printing reduces our overall water usage, and there is no chemistry associated with the platemaking. The fact that there is also very little makeready waste is attractive to environmentally sensitive buyers, as well.”

“We have saved a lot of money on chemistry,” explains Indovina. “With the environmental push and everyone espousing sustainability, the DI press really helps us separate ourselves from others who claim to be environmentally conscious, but are still primarily using chemistry-based printing processes.”

Mastering the Color Gamut

MacLaser still has a large stationery business, producing office stationery using the two-color presses and Pantone® colors. “One concern we had,” says Indovina, “was whether we would



Describing it as “High-Definition Printing,” MacLaser utilizes the FM (stochastic) screening capability of their DI press to produce high quality color for a range of applications.

be able to match those Pantone colors with four-color process overprinting on preprinted stationery and other materials. The worries were completely unfounded. With the Presstek 52DI’s four-color printing using stochastic screening, we can closely match most Pantone colors and we haven’t had a

customer complaint yet!”

MacLaser is also successfully printing high quality process color jobs on uncoated stock.



“We have acquired a number of new customers because of the environmental aspects of the 52DI,” says owner Sal Indovina. Using materials supplied through Presstek’s Club DI program, MacLaser promotes the ‘green’ aspects of its Presstek 52DI press. Club DI brings added-value to Presstek customers, helping printers market their DI printing capabilities.

The stochastic screening capability and the ability to so closely match corporate colors presents a business growth opportunity for MacLaser. “We foresee gaining an increasing volume of business from ad agencies and companies who produce catalogs,” states Indovina, “especially clothing catalogs, which require very sharp images. The Presstek 52DI does a terrific job, and we see it as a significant growth enabler for us. In fact, we refer to our FM (stochastic) screening as High-Definition Printing, and it really resonates with our customers who are the most quality sensitive.” ■

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

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