

CASE STUDY: Nova Printing—Keeping Pace in New York City

Company

Nova Printing, New York, New York

Profile

In business for over forty-five years, Nova Printing has grown from a typesetting house to a full-service printer with a complete line of graphic communication products and services.

Challenge

Find a faster high-quality platemaking process with reduced labor and space requirements

Solution

Presstek Dimension450 Excel CTP system and chemistry-free Anthem Pro thermal plates

Results

- Reduced platemaking time
- Faster job turnaround
- Space-saving, compact plate production
- Lower cost platemaking with minimal labor and materials

Saving Time, Space and Money with Presstek Chemistry-free CTP

For Nova Printing, located in lower Manhattan's Financial District, time and space are both in short supply. Manufacturing space is at a premium, and the commercial printer operates in New York City's notoriously fast-paced business world. A Presstek Dimension450 Excel CTP system and Presstek chemistry-free Anthem Pro plates provide a compact, streamline platemaking method that helps Nova Printing succeed in this difficult environment.

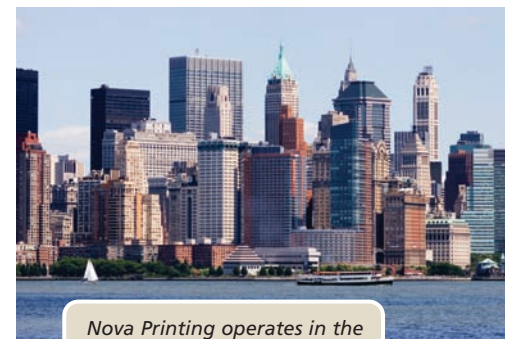
Nova Printing originated in Manhattan as Nova Graphics. Barry Burns founded the company in 1960 as a typesetting house that did layout and design, and brokered printing. Within ten years of its founding,

Nova purchased a printing operation from one of its customers and became a full-service commercial printer.

As Barry's sons, David, Lance and Scott, joined the company, each initiated more changes, including a storefront retail printing operation and desktop publishing. The family-owned business now employs 20 people. It has continued to evolve with the market to stay competitive, installing new presses, expanding the art department, and streamlining workflow for a more efficient and profitable operation.

But according to Lance Burns, one major bottleneck in production had remained unchanged for too long. He says,

Continued on reverse



Nova Printing operates in the fast-paced business world of lower Manhattan.

Dimension450 Excel thermal CTP system and Anthem Pro chemistry-free plates



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Continued

“We were still using an imagesetter to make plates from film. Not only was the process time-consuming and labor intensive, it also consumed a lot of valuable space in our Manhattan location. We needed to find a solution.”

Streamlined Platemaking

The Burns are always looking for new technologies and practices that can help them take their business to the next level. When they needed a better platemaking solution, the brothers examined computer-to-plate technologies. They became especially aware of the benefits offered by chemistry-free thermal CTP, which was introduced by Presstek in 1995. In 2002, Nova Printing acquired a Presstek Dimension400 platemaker to replace its film-based process, recently upgrading to a Dimension450 Excel for even faster workflow with more automation, and better quality.

Dimension Excel plate-setters are easy-to-use CTP systems whose daylight-safe, chemistry-free operation and small footprint provide a compact workflow with far fewer steps and materials than other methods of platemaking. The Dimension450 Excel model, chosen by Nova Printing, features semi-automatic plate loading, automated plate washing, and automated plate stacking for minimal operator involvement. Anthem Pro is a chemistry-free metal plate that requires only a wash with water after imaging. Anthem Pro offers the familiar performance of grained aluminum plates, with fast makeready and screen ruling up to 300 lpi.

Burns comments, “The Presstek chemistry-free CTP solution has made a big difference to our business. It not only saves space, with no need for a darkroom or yellow-light environment, but it now takes us about a quarter of the time to



David (far left), Scott (second from left) and Lance (far right) Burns with some of the 20 employees that keep Nova Printing on pace with the needs of their customers.

make a plate.” He points out that with the film-based process, between making the film, stripping flats and burning plates, it would generally take about an hour to make a set of four plates. And if a plate was damaged or the client needed changes at the last minute, the entire process had to be repeated again. Burns adds, “These days, you simply can’t afford that kind of time. Manhattan is a busy place, and our customers are always in a hurry for their work to be completed.”

Set It and Forget It

With Presstek chemistry-free CTP, platemaking is a much easier process, according to Burns. “We can now produce a set

of CMYK plates from start to finish in about 15 minutes,” he says. “And we no longer have to deal with the acquisition, management, storage and disposition of messy, hazardous chemicals.” In addition, he has been able to redirect employees who were formerly occupied with the preparation of film and the

stripping and burning of plates to more productive tasks within the organization. Burns also points out that the Dimension Excel does not need a dedicated operator. “If we need a new plate,” he adds, “the process is so simple that even a pressman can take care of it without engaging the prepress staff.”

Another major benefit of the new platemaking process is the changeover time between jobs. “With a film-based process,” says Burns, “there is always a lot of tweaking that has to be done to get the plates in register and the press up to color. Now we simply ‘set it and forget it,’ because the plates are always in near-perfect register, and we are up to color in a few sheets.”

Working with Presstek

Nova Printing has been impressed with the innovation and level of support provided by Presstek. He says, “We love the company, we love the products, and we have been very happy with their level of responsiveness. They are a stand-up company and their products have made a huge difference to our business.” ■

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For information about Presstek digital solutions, or to schedule a demonstration, visit

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