

CASE STUDY: CPM – Going Forward with Presstek DI®

Company

CPM, Maidstone, Kent

Profile

General commercial printer

Challenge

Diversify their business and upgrade their four-colour printing capabilities, otherwise be trapped in a diminishing market

Solution

Presstek DI

Results

- Able to produce four-colour printing with higher quality than its conventional presses produced
- Highly cost effective offset printing operation
- Faster turnaround
- Minimal operator training
- Environmental benefits

CPM Jumps Ahead of the Game With a Presstek 34DI

To expand its capabilities and market share, CPM in Maidstone, Kent, has recently taken delivery of a Presstek 34DI press. “We couldn’t afford not to have a Presstek DI press because we wanted to jump ahead of the game,” says Colin Armstrong, Production Director at CPM.

CPM is a general printer, which has capitalised on a niche market. “We’ve built up our company supplying printed material for franchises with multiple outlets. Car dealerships have always been important for us,

although this market is getting tougher because independent dealers are constantly being bought out. Basically, we print a company’s stationery with the motor manufacturers’ logo and then overprint to order,” explains Colin Armstrong, Production Director.

CPM’s Easy Print Division prints stationery for office supplies dealers who farm out their customers’ print require-

ments. “The dealers can offer very competitive terms if they stick to the set order forms for letterheads and business cards, although we can also supply bespoke printed material,” he adds.

“I believed that we needed to diversify quickly otherwise we would be trapped in a decreasing market, which now only represents 50 percent of our turnover,” Armstrong stresses. “We have been predominantly spot colour printers, but to satisfy the changing trends in the industry, we have learned how to produce high quality, four colour process work very efficiently and cost effectively. Looking at our aged two- and four-colour presses, however, it was clear that this would not continue without further investment. The choice was a secondhand four-colour press or a new DI press. The decision wasn’t difficult. I have been watching the interest in DI presses over the last two years and started looking seriously during 2005.”

CPM had established a good relationship with Presstek over many years. They were one of the first customers to install an ABDick branded DPM 2000 polyester platemaker, which they upgraded to a DPM 2505 CtP system when they purchased a four-colour Ryobi press.



Colin Armstrong, CPM's
Production Director, at the
console of the Presstek 34DI.

"The automated Presstek DI press is going to make our life very much easier because it images directly onto the plates, on-press, which is going to save a lot of time and give us better colour..."

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Case Study:
CPM – Going Forward with Presstek DI
Continued

"We know Presstek and we trust them, which is essential as we are buying new technology," Armstrong comments. "The automated Presstek DI press is going to make our life very much easier because it images directly onto the plates, on-press, which is going to save a lot of time and give us better colour consistency, particularly on repeat jobs. If it is a difficult job, it can take us from 20 minutes to an hour to get the job running correctly on our conventional litho presses.

For instance, jobs where the logo has a tight fit always took a long time to produce. Now, we can run them on the DI press with no problem at all. We will also be converting some spot-colour

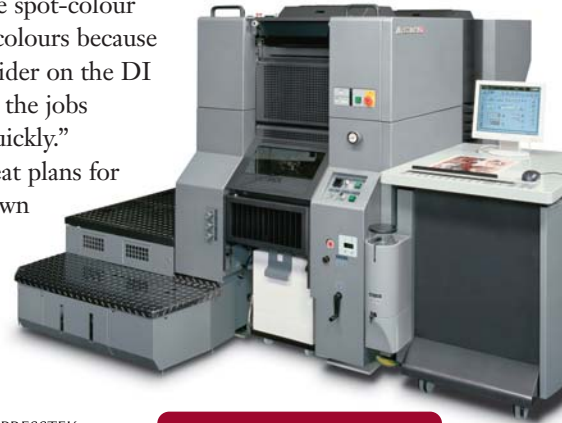
work to four process colours because the colour gamut is wider on the DI press and we can turn the jobs around much more quickly."

Armstrong has great plans for the press. "A well-known client uses a vivid fluorescent pink colour which we have to run twice through a litho press, and it is a very tight fit. We ran some tests in the Presstek

showroom and can produce the intensity required in just one pass on the DI press. Another customer has a logo with a white stripe reversed out on a solid colour, which reproduces perfectly on the DI press whereas we've spent ages getting it right on a conventional litho press."

Armstrong sees additional bonuses in his decision to install a DI press. "I believe its environmentally friendly credentials will open a lot of doors for us," he explains, "especially with local government. Once we have completed Presstek's DI training course, we will be actively promoting the benefits of DI to our customers. We have also opened a copyshop within the premises because there is a lot of passing traffic, which we can now capitalise on with the DI press, and our colour and black-and-white copiers."

Armstrong is optimistic that DI is the future of his company. "We are not getting apprentices coming through any longer," he observes, "so we need to 'de-skill' wherever possible. The DI is an offset press, but it's one with a lot of automation, which makes it easy to achieve first class results. Our first DI press is a 34cm portrait format press, but if it works out as well as I expect, then we will be ordering one of the new Presstek 52DI landscape format presses in the not too distant future." ■



PRESSTEK
DI

Presstek 34DI
Direct Imaging press

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