

## CASE STUDY:

# Inkworks Press – Brings More Color to Non-Profits

## Company

Inkworks Press, Berkeley, California

## Profile

Founded in 1974, Inkworks Press is a worker-owned and managed union printer associated with the Network of Bay Area Worker Co-ops. (NOBAWC, pronounced “no boss”). The company has 16 workers and produces environmentally friendly printing for non-profit organizations, many of whom support environmentally-related causes.

## Challenge

Inkworks’ lease on a Presstek-enabled DI press was nearing expiration. They needed to decide whether to continue operating their existing press, upgrade to a new DI press, or make some other decision.

## Solution

A new Presstek 34DI® digital offset press

## Results

- Maintained the organization’s dedication to sustainable printing.
- Opened many new doors with new applications, due to increased quality and the ability to handle a broader range of stocks.
- Further reduced their environmental footprint with faster makereadies and reduced waste.
- Obtained FSC and Green Printer Certifications, key reasons why non profit clients do business with us.

**“The extreme high quality of DI printing adds significant value to the booklets and increases their impact.”**

## Building On Success

In 2004, Inkworks made the leap to four-color printing by acquiring a Presstek-enabled DI digital offset press to help its clients expand the range of printed products that can be affordably produced using full color. A key buying criterion was the small environmental footprint inherent in Presstek DI technology.

“One of the key issues we needed to address early on,” says Susan Moore, long time member and sales manager, “was our ability to use the New Leaf 100% recycled paper and vegetable-based inks that our clients had grown to expect while at the same time delivering high-quality, high-impact full color printing that would help our clients further the objectives of their organizations. Over the last six years, our DI press has done just that.”

At lease expiration, Inkworks faced yet another decision—to keep the existing DI press, to upgrade to newer technology, or to make some other purchase decision. “It really was a non-decision for us,” Moore stated. “Our original DI press has served us very well, but we also wanted to take advantage of the enhancements Presstek has added to the product over the past several years.” In December of 2010, Inkworks proudly installed a brand-new Presstek 34DI digital offset press to continue its tradition of service excellence while compressing its environmental footprint even more.

Inkworks has added a Konica Minolta BizHub digital press for ultra-short-run color, and has retained its two-color presses to address the 1- and 2-color printing its clients still require. “We find that the Konica Minolta and the Presstek DI work well together,” says Moore. “For example, we can produce full-color covers and strategic color inserts on our Presstek DI and the balance of the black & white inside content on the Konica Minolta, using its inline booklet making capability to create booklets in the most productive and cost-effective manner possible. The extremely high quality of DI printing adds significant value to the booklets and increases their impact.”



Inkworks Press  
[www.inkworkspress.org](http://www.inkworkspress.org)

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# ink works



Howie Epstein, Inkworks press operator for 30 years

**“The Green Printer and FSC certifications are an important element of our business model, and one of the key reasons our non-profit client base chooses to produce the bulk of their work with us.”**

## For more information about Presstek Products:

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## New Applications

“The DI has also opened new doors for us,” Moore comments. “One of the most recent—and more exciting—applications we have introduced is labels for ice cream produced by a natural foods café. We produced sample labels and tested them in the freezer for a couple of weeks to make sure they would adhere properly under storage conditions, and they worked perfectly. Our client has beautiful labels for their product, and can be proud of the fact that they are produced in an environmentally sustainable manner.”

Inkworks has also built a good business producing four-color business cards and postcards on the DI press. “We can gang orders from several different customers onto one sheet,” Moore says. “That allows us to keep our operating costs in line and deliver these products very competitively.”

## Local Recognition

Inkworks’ Presstek 34DI press has also been critical in the company’s ability to be certified as a green printer by the Alameda County Air Quality Board. “The DI basically has no emissions of volatile organic compounds,” she explains. “This certification plus our FSC certification are important elements of our business model, and one of the key reasons our non-profit client base chooses to produce the bulk of their work with us.”

## What’s Next?

“We would love to have our next purchase be a larger format DI press,” Moore concludes. “As our volumes grow, we will be working toward that goal. We are very happy with Presstek, and there is no question that we will remain with the DI technology. It is a perfect match to our business model and our environmental positioning. A larger format would simply expand the range of applications we can produce.” ■



*Sustainable printing with Presstek DI digital offset presses*



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