

## CASE STUDY:

# MSP Digital Marketing – Presstek 52DI®-AC Spurs Growth

## Company Profile

A privately held organization building a unique national network of world-class marketing solutions providers. The firm currently has two locations—TecDoc Digital in Hudson, MA and DigitalXPress in Rockaway, NJ. They continue to seek additional profitable digital communications related companies to acquire or invest in.

## Challenge

MSP Digital needed to find a solution that was complementary to their digital toner platform. One that would allow them to more affordably do longer runs, and also bring in the offset work they had been outsourcing.

## Solution

Presstek 52DI-AC digital offset press

## Results

- A new capability that allows sales representatives to open more doors.
- Bringing formerly outsourced offset work in house to take advantage of lower costs, faster production times and higher quality.
- Leveraging Presstek Latitude workflow, MSP Digital has been able to set up a hot folder process that allows sales reps to submit a file from a customer location, have it automatically preflighted, and fix any issues on the spot.

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## Positioned for Growth with Digital Offset

**M**SP Digital’s production platform was all toner, given the run-length limitations they needed to outsource conventional offset depending on client requirements. MSP Digital chose a Presstek 52DI-AC digital offset press to meet these requirements, staying with a digital platform and positioning the company for further growth. With a Presstek 52DI-AC digital offset press, a digital file is sent directly to the press without the use of offline platemaking processes. All plates are simultaneously imaged on press in precise register; automated press settings ensure consistent high quality throughout the run without significant operator intervention. The 52DI-AC features in-line aqueous

coating that further enhances image quality with spot or flood coating.

“The Presstek 52DI-AC puts us in a relatively unique position in the metro New York area,” says Jonathan Fogel, Partner at MSP Digital. “It opens a niche for us between what is economical to produce on digital versus conventional offset. It is also very high quality, allowing us to provide our very demanding client base an extremely attractive solution for their short run very high quality work, for which the 52DI-AC is ideally suited.

The in-line aqueous coating also offers a number of advantages, including production efficiency, and the ability to flood or spot coat for special effects and increased durability, especially for pieces that will be mailed.”

Another sign of MSP Digital’s innovation is its ability to print variable information first, and overprint static content on the DI, leveraging its inline aqueous coating capability for more efficient production of printed pieces that need that extra durability and ‘pop.’ Most digital shops can’t do that, and this capability gives MSP Digital a competitive edge.



Press operator, Geraldo Silva

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*Continued*

### Reaching Target Audiences

Fogel comments that the firm's mission is to help customers find the most appropriate way to reach their target audiences, adding, "There is a huge role for the Presstek 52DI-AC press in that equation, even if we are focusing on one-to-one communications."

Joe Boylan, production manager for MSP's Digital Xpress division, spoke about a specific project the company recently completed that demonstrates this hybrid manufacturing strategy.

"This was a four-page newsletter that required 4,800 pieces to be printed with variable messaging, addressed

and mailed," he says. "If we were to produce the project on our Indigo press, the cost goes through the roof. Instead, we printed the static four-color imagery on the Presstek 52DI-AC and then overprinted all of the variable data in black on the Indigo. The result is a much more cost- and time-efficient production process."

### The Hybrid Production Benefit

From a cost perspective, according to Boylan, this hybrid production process resulted in a 65% cost savings. "In addition," he says, "we had an 80% savings in cycle time. Had we run the entire job on the Indigo, the process would have consumed about five hours, where it took us only 45 minutes with the hybrid strategy. We see lots of opportunity to bring in a significant volume of this type of work with our new blended production strategy. In another hybrid approach, we produce variable data work on our HP Indigo and run it through the 52DI's aqueous coater to provide extra durability and 'pop' to the piece."

The 52DI-AC is already bringing new work into the firm. Fogel explains, "One national retailer for whom we been producing digital work also has a number of direct programs they have previously produced on demand using conventional offset from other suppliers. When we told the client we were considering acquiring a Presstek DI press, it sparked a great deal of interest. Now that we have the press in the shop, they have fallen in love with the quality coming off of the 52DI-AC, and we are in the queue to start a major program with them for

their spring cycle. This is a case of transitioning work that was previously done conventionally to a more efficient DI digital offset production process."

### Filling the Void

MSP Digital's experience has shown that the 52DI-AC fills a major void between digital toner-based presses and conventional offset. Todd Logan, CEO of DigitalXpress, commented, "We see a huge opportunity for runs in the 1,000 to 10,000 range. These are just too long and cost-prohibitive to produce with toner, and too short for a 40" press. Also important is the reduction in cycle time. Digital toner-based presses are slow; we are running an average of 8,000 sheets per hour on our DI. Plus, with the on-board platemaking the DI offers, an entire step—and the equipment necessary to accomplish it—is eliminated.

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### Up Next

In addition to introducing more clients and prospects to the capabilities of the 52DI-AC and MSP Digital's

hybrid production process, the company is also investigating a range of new applications, including lenticular printing and other point-of-sale applications. "We are exploring partnerships with companies who are developing proprietary products using lenticular and other materials," explains Fogel, "and the 52DI-AC places us in a strong position to assist them in bringing these products to market while boosting our overall revenues."

MSP Digital staff was extremely pleased with the support provided by Presstek during the installation and implementation of its 52DI-AC press. "Presstek has been one of the best companies to work with in my experience," says Boylan. "They have gone above and beyond in supporting us, from the CEO to the technical staff and customer support. We couldn't be happier." ■

#### For more information about Presstek Products:

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