

CASE STUDY: Mellon Financial Corporation—Investing in Chemistry-free CTP

Company

Mellon Financial Corporation, Pittsburgh, PA

Profile

Mellon Financial Corporation is a leading global financial services company. The Corporate Publications Department supports Mellon's business by providing quality in-house printing services. It also takes in work outsourced by other companies.

Challenge

With a film-based four-color operation, the department was finding it increasingly difficult to meet tight deadlines for short-run four-color work. Consequently, the volume of printing received from outside was dropping. Additionally, the department wanted an alternative to chemistry-based platemaking.

Solution

A Presstek Vector TX52 computer-to-plate system and chemistry-free Freedom plates

Results

- Mellon Financial streamlined its plate production and eliminated all remaining chemistry from its printing operations.
- With the Vector TX52 and Freedom plates, the Corporate Publications Department is capable of producing as many as 20 plates per hour, while improving the quality of its printing.
- The department is recapturing lost outside work and better serving its inside customers.

"...we were seeing increasing demand for shorter runs and faster turnaround without any compromises in quality."

In-plant Publications Department Saves Time and Money with a Vector TX52

Founded in 1869 as Mellon and Son's Bank, Mellon Financial Corporation today has approximately \$4.9 trillion in assets under management, administration or custody. The company provides a broad array of investment products and services to institutions, corporations and individuals through asset management companies and multiple distribution channels, including The Dreyfus Corporation and Mellon Global Investments.

The Corporate Publications Department, Mellon Financial's in-plant printing operation, is equipped with four Ryobi presses, including a four-color 3304 and three two-color 3302's. In addition, the department has supplemented its offset production with a Xerox 6060 toner-based digital color press and a Xerox Nuvera 120 black-and-white printer. The department also has complete prepress and bindery operations.

According to Manager Michael Renn, "We have historically augmented our internal work with work from other companies for whom we produce marketing materials. Our conventional film-based workflow was making it increasingly difficult for us to adapt to the changing needs of our client base. Like the rest of the industry, we were seeing increasing demand for shorter runs and faster turnaround without any compromises in quality.

While our toner-based production allowed us to cost-effectively produce ultra-short runs, we needed to find a more efficient solution for longer runs in order to remain competitive."

The Corporate Publications Department produces a wide range of literature, including four-color brochures, financial prospectuses, and a large number of documents for the company's private wealth management practice. Outside work has primarily been comprised of marketing materials. The Department is committed to delivering high quality printing within the context of increasingly tight project deadlines.

Continued on reverse



The Corporate Publications Department operates in Mellon's world headquarters (at center in distance) in downtown Pittsburgh.

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Searching for Solutions

Renn considers the in-plant operation to be an on-demand shop, and while the team was able to meet deadlines, it took a lot of effort. Renn reports that the department had acquired a film-based imagesetter in the mid 1990s. He says, “While the equipment had served the department well over the years, the fact that it took about 45 minutes to produce each plate was becoming increasingly burdensome. And its software was not compliant with the latest applications in common use in the industry—for example, it could not accept PDF files. Additionally, I was interested in eliminating the chemistry and waste associated with a film-to-plate process, so platemaking could be brought in line with the rest of our operation, which we have worked hard to make as green as possible.”

With those objectives in mind, Renn began looking at all of the alternatives available in the market. During that process, he visited PRINT 05 and saw the Presstek Vector TX52 computer-to-plate system. He says, “I liked the Vector because it was economical and chemistry-free. Some of the systems I looked at cost more than our presses. I also liked the Presstek sales representative, George Moleski. I had never bought from him in the past, but he was persistent, calling on me frequently to keep me updated on the latest offerings. That impressed me, and I was comfortable that I would get ongoing support and service from him and Presstek to ensure our success.” The other element that was important to Renn was the fact that the Vector TX52 was manufactured in the United States.

“I had been waiting for a metal plate solution that meets our requirements, and the Vector TX52 does that.”

Prior to making his final decision, Renn and his boss visited Presstek’s corporate headquarters, accompanied by Moleski, to see the Vector TX52 in action in the company’s demonstration center. He says, “This demonstration confirmed the speed and quality that we could expect from the Vector TX52. We are a metal plate shop. We have tested polyester plates in the past, but the polyester plates just didn’t deliver the level of quality we needed. I had been waiting for a metal plate solution that meets our requirements, and the Vector TX52 does that. Its chemistry-free operation is an added bonus.”

An Amazing Transition

The installation of the Vector TX52 was smooth and efficient. The first Freedom plate generated after completion of training, Renn notes, was mounted on the press and ran beautifully with no unusual adjustments. He says, “It was an amazing transition.



**Vector TX52
thermal CTP
system**

It couldn’t have been easier. Operating the Vector TX52 is almost as easy as operating a copy machine. Without chemistry, literally, all you have to do is add water—like instant oatmeal.” Now, with the Vector TX52, all the plates for a four-color job can be ready in about 12 minutes, making a significant and important contribution to the overall reduction of makeready and turnaround times.

Another benefit Renn found with the TX52 was its ability to separate PDFs in preparation for four-color printing. He says, “If we had acquired the Vector TX52 a little earlier, we wouldn’t have lost the outside business due to the fact that we couldn’t turn work around fast enough. Our previous system couldn’t separate PDFs while the Vector’s digital workflow does. Now, I can send a digital file right to production.” Renn gladly reports that his customers love the quality they are seeing as a result of the Vector TX52.

“Another great aspect of the Vector TX52 is that we don’t have to worry about the EPA,” Renn adds. “The only part of our operation that wasn’t green was the platemaking system. I was happy to find an environmentally sensible replacement. I am a big fan of the EPA. Our shop is green—we don’t even use alcohol on our presses.” And, according to Renn, while Freedom plates are rated at 25,000, his operator has run as many as 60,000 impressions and the plates didn’t wear out. He reports, “I looked at a lot of systems and they all had a lot of drawbacks that I didn’t care for. The Presstek Vector TX52 with Freedom plates was the simplest and best solution in the market. I am very happy with my decision.”

Renn concludes, “There are very few products for which I would give a strong recommendation, but in this case I would more than recommend the Vector TX52 and Freedom plates to anyone needing a high quality, cost effective metal platemaking system. It is everything Presstek said it would be. Now, we can recapture the business we lost due to the inadequacy of our previous process.” ■

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