



DIRECT²PROFIT



With a new name and new Presstek DI offset press, Landmark Impressions is entering new markets that it couldn't before. Previously a copy shop, Landmark Impressions now sells \$30,000 marketing campaigns.

One reason the Woburn, Massachusetts, commercial printer attracts higher-end projects is because of the high-quality printing it can produce on its Presstek 34DI Direct Imaging (DI) press. "Small- to medium-sized businesses and marketing departments are looking for the short-run—15,000 and under," says president Dana Wilson. "The DI is helping me break into new markets because I can be more competitive. It's allowed us to take the next step."

Many printers experience similar results after installing a DI press. The ability to print high-quality marketing materials—brochures, direct mail pieces, point-of-purchase materials, for instance—in full-color on a wide range of stocks enables them to expand services to their existing customers and to attract new ones.

DI reaches growth market

DI offset sheetfed presses give print providers—including digital printers, franchise printers, quick printers, copy shops,

small- to mid-size commercial printers, and in-plant shops—an edge into the fastest growing segment of the market: print with run lengths between 250 and 20,000 sheets.

Requests for shorter runs are a fact of life for today's print businesses. Studies by InfoTrends, a market research and consulting firm, document the shift in customer demand to more

frequent runs, in shorter run lengths. As that shift takes place, DI technology enables print providers to respond to the market with cost-effective solutions for print runs of 250 to more than 10,000. Printers with conventional offset presses produce high quality but typically can't handle short runs economically. Printers with toner-based devices can print the short runs, but can't print materials at the higher quality level. DI technology, however, leverages the best of both printing processes. DI presses produce true offset quality because they lay down real ink on paper. And they deliver jobs cost-competitively and quickly using

ing a highly automated process that reduces all the steps of real offset to push-button simplicity. Highly automated DI presses produce quality offset printing (2450 dpi, 300 line screen) on a wide range of stocks with ease of use that you expect from a digital printing system.

With the shift to shorter runs, print providers struggle to meet the needs of their customers. Many smaller operations and com-



Landmark Impressions' Presstek DI helps it produce \$30,000 marketing jobs.

>> Sir Speedy boosts business 20%

"Staying up with technology in the printing industry today is an essential part of staying in business," says Julie Phillips. She and her husband Kent have owned and operated Sir Speedy Printing in Naperville, Illinois, for 22 years. The franchisor is frequently recognized and awarded for its business excellence.

After two decades in business, the Phillipses relaunched their company, moving to a new 3,000-square-foot facility, then installing a 34DI press in September 2006. They also brought on board their two sons, who joined to "regenerate" the company, says Phillips. "This was a strategic step in our decision to take our printing facility to the next generation."

The Naperville print center is now able to offer clients high-quality four-color DI digital offset, along with graphic design, high-speed copying, wide-format poster and banner production, and now, mailing services. "In 1985, Sir Speedy was more of a copy shop," says Phillips. "Now we offer document services. We're here to help our clients grow their businesses. The DI technology has served a niche in our area to do just that."

The quality, four-color short run DI offset has already increased the business by 20 percent, says Phillips. About 65 percent of the jobs are now printed on the DI; the rest are run on high-speed digital copiers and two-color offset presses.

By constantly taking advantage of new technology and offering top customer service, Sir Speedy continuously succeeds.

panies rely on toner-based devices, but the quality isn't there. Some even use two-color offset machines, sending jobs through twice—a practice that is neither cost-effective nor efficient. Printers turning to DI presses, however, are finding that they can produce quality four-color jobs, with the speed of print on-demand. As a result of the increase in quality, customers are willing to pay more. In addition, the DI press users find customers returning for reprints, or even longer runs, enabling them to attract more work from their clients.

Who's installing DI presses

Sir Speedy Printing in Naperville, Illinois, for example, is upselling its customers, printing everything from postcards to high-end manuals and books in high-resolution four color on its 34DI.

"We've switched many customers over from two-color printing on our offset presses to full-color printing on the DI," reports Julie Phillips, who owns the print center with her husband Kent. "Before, we could run four color with two passes on the two-color press which wasn't very economical. Or we could run it through the copiers, but with click charges, it could be expensive and the colors weren't nearly as good," she says. "With the DI, the resolution is so much sharper." Since the Phillipses installed their press in September, run length and turnaround trends confirm they made the right choice.

"People don't want thousands and thousands anymore. Customers get their jobs so much quicker because the DI press has a shorter drying time," Phillips notes. "Jobs are in and out faster." And that speed allows more billable work to move through the press each day.

Complementary and compatible

Landmark Impressions uses its DI press to augment its color laser printers, offering clients the attractive benefit of high-quality true offset color in short runs.

"To me it's tremendously important to have the DI press and the toner equipment because I can meet that need from 50 to 15,000," states Wilson. "Just this week we produced 40,000 postcards on the DI that we sent out in several different mailings. I was able to keep the job in-house; the press has allowed us to do that."

Larger commercial printers are also taking advantage of the DI technology to deliver shorter runs they couldn't produce competitively on their larger offset presses. They report increased profitability as they retain these many billable short-run jobs.

How DI works

In today's fast-paced business world customers always want results as soon as possible. Print buyers are no exception. The reason the DI can turn around jobs so much faster



than conventional offset is because it is so highly automated.

Digital files are sent directly to the press. With Presstek's ProFire Excel imaging technology, the DI images all four plates in just 4½ minutes, requiring no operator intervention to load and unload plates. The press delivers precise register because all four colors are laid down onto the paper in a single turn of the cylinder—no sheet transfer is involved. This Zero Transfer Printing process also provides a high level of job consistency and repeatability.

Using color profiles drawn directly from each job, the DI press presets its ink keys during RIPing. This fully programmed ink pre-set supplies precisely the right amount of ink to the rollers that the image requires. In about 10 minutes, and within about 20 sheets, the press produces sellable work.

Using ProFire Digital Media, Presstek's unique waterless plates, the press maintains consistent color, eliminating the challenges inherent in balancing ink and water across four colors.

Since 1991, when the first DI press was introduced using Presstek imaging, the technology has continuously advanced. It is now available as Presstek-branded products. In 2006, the company launched the 52DI, a 52cm landscape press, which handles sheet sizes up to 20½x14¼ inches and prints at speeds up to 10,000 impressions per hour. The portrait-format 34DI press handles a 13¼x18-inch sheet, printing at speeds up to 7,000 impressions per hour.

Reaping the benefits

The DI press delivers excellent image quality—2450 dpi—yet it completes its high-resolution plate exposure cycle in only 4½ minutes. This gives print providers a competitive quality edge: the laser imaging technology offers screen rulings up to 300 lpi and FM (stochastic) screening, producing sharp details and holding large solid color areas. It also reduces the possibility of moiré patterns.

High quality

ProFire Excel imaging technology delivers 2540 dpi in 4½ minutes.

Fast sellable color

All four colors are simultaneously laid down onto the sheet. in precise register.

Efficient system

The DI press uses waterless offset inks for quality and efficiency.

Precise printing

The triple-sized impression cylinder ensures precise registration.

Consistent color

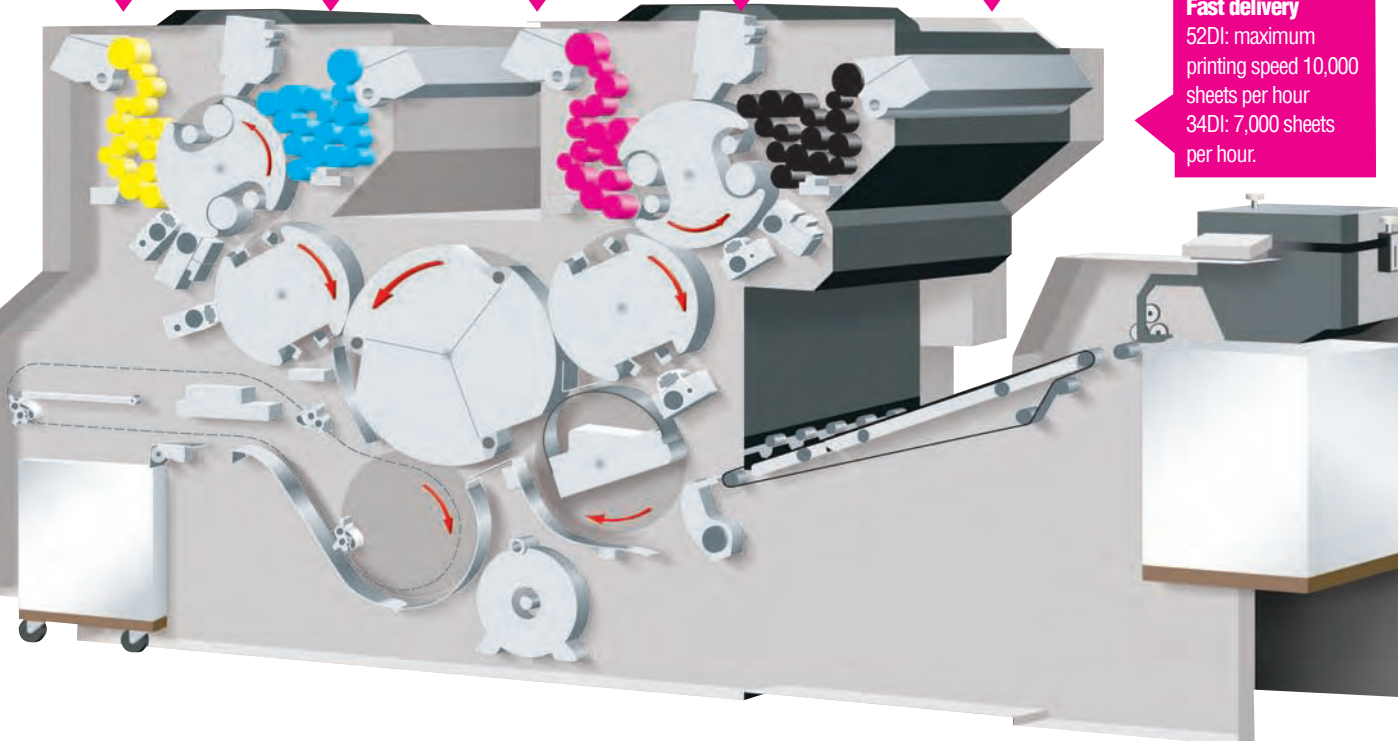
The plate material, ProFire Digital Media, provides consistent color and sharper detail. Each plate is rated for 20,000 impressions.

Quick changeover

Features including an infrared dryer prepare the press for the next image in 10 minutes.

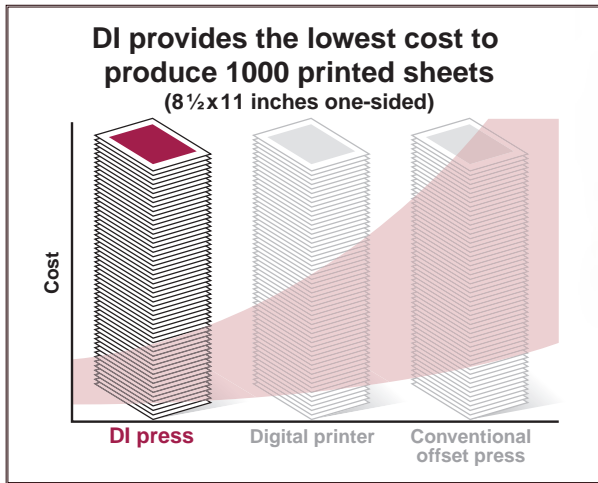
Fast delivery

52DI: maximum printing speed 10,000 sheets per hour
34DI: 7,000 sheets per hour.



>> Presstek's digital solutions address mainstream on demand printing requirements for faster speed, superior output and greater profitability. Visit www.presstekdi.com/gam to see it run.

» Murray attracts new business



An informal survey by Graphic Arts Monthly of DI users found 1,000 four-color sheets run on Presstek DIs costs significantly less per unit than toner-based machines or conventional offset.

Pacific+ wanted to add printing capabilities to grow its business. The four-year-old Carlsbad, California premedia and digital photography service selected a DI press based on output quality. Because the company has always provided high-end work to clients including national advertisers and retail companies, Pacific+ knew it had to provide the best quality printing as well. "We wanted a real offset look," says president Joe Switzer. "The DI was very automated and able to print up to 300-line screen. The products that we have coming off the press look outstanding."

With the 52DI's landscape format, companies can place more jobs such as business cards, postcards, and announcements on a sheet, resulting in improved throughput. Hence, they can efficiently print more jobs in a day, boosting profitability. The format presents printers with the opportunity to offer customers and potential print buyers new products such as pocket folders, posters, and jobs with full bleeds.

Pacific+ wanted to reap the benefits of the larger format press and so traded its first DI for the larger 52DI model. "With the new sheet size, we can run 9x12s two-up and 6x9s four-up," explains Switzer. "In the short-run market, those are common sizes. So now we can be much more competitive on those types of jobs."

Murray Print Shop, St. Louis, Missouri, traded in its first DI for the larger 52DI, gaining increased format size, and the higher resolution with the newest generation 300-line screen. "Size wise, the

Tim Alton remembers handsetting type for his grandfather who started Murray Print Shop in 1954. Alton, who now owns and manages the St. Louis, Missouri, printer has seen the company evolve from a stationery and letter shop to a growing company with short-run four-color printing.

To respond to the growing need for color projects, Murray installed its first DI press three years ago, then upgraded to the Presstek 52DI for its larger format and higher quality. Now, Murray finds itself attracting new business, including a new niche—trade jobs for other printers. Regular customers are also buying more. "Customers love the print quality, so they're having us bid a lot more than we would have ever bid before," says Alton. "In almost every different aspect there's more and more four-color work, so now that our customers know we have a DI press, work has actually been coming in a lot of different new directions. Business has increased and our dollar revenue has risen since the DIs have been in the shop."

Murray prints runs as low as 50 on the DI press, though on average, the range is 500 to 5,000. "There was no other technology that really comes close to DI technology," says Alton. "It's a waterless press, which takes care of a lot of variables when printing. When you can eliminate half the battle with water, you're consistently getting beautiful colors and higher densities of ink on your sheet." Alton says he has cut makeready waste in half, and saves up to one hour prep time per job, raising billable press time: "We can run more jobs in a day at a higher standard than before."



press is a lot more versatile,” says president Tim Alton. “Being able to bleed a full 14x20 allows you to do a lot more. We can do 6x9 jobs four-up or 4x9s six-up. It allows us to do a little smaller pocket folder that works for a lot of people.”

Leveraging the press’ capabilities, Pacific+ can offer its customers new products and approach potential customers with fresh ideas. Because the 52DI press prints on thicker paper—up to 24-pt.—it provides access to clients requiring a wide range of substrates—plastics, label stock, even folders. “We have a lot of opportunities to do Point of Purchase (POP) for corporate clients and to do trading cards,” says Switzer. “A lot of POP is on thicker paper—mostly around 20 pt. It has opened up more market to us.”

Another advantage of the DI press that print providers appreciate is ease of use. “At Landmark, we have toner-based machines, so we’re a push-button printer,” explains Wilson. “Going to offset would have been a harder transition. The DI is more of a push-button technology than traditional offset. It was an easier jump. It’s also easier for press operators who are used to the two-color offset press to learn the DI press vs. a traditional four-color offset press.”

With an automated workflow, printers are streamlining their printing operation, producing more jobs faster, and increasing their billable press time. Presstek DI presses improve productivity with automated changeover that takes just 10 minutes. Notes Switzer at Pacific+, “We can clean the plates from the previous run, image new plates, and have 50 sheets out to color in 7 to 10 minutes. It’s amazing technology.”

When companies add DI within a conventional offset operation, its automated makeready offers a sharp contrast, showing



The Presstek 52DI expands capabilities and enhances overall business performance.

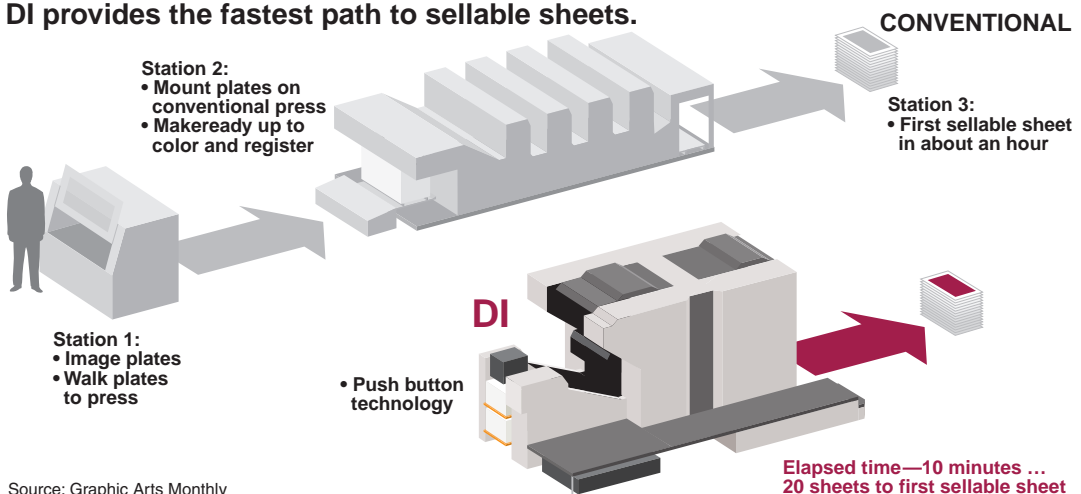
significant waste reduction and operational efficiency. It could take 100 to 200 sheets to get up to color on a conventional offset press; the 52DI achieves sellable color in 20 sheets or less.

A resurgent interest in environmental issues finds many companies valuing the DI press for its reduced use of chemicals in production. Sustainable practices allow some printers to win a “green” light from customers who are influenced by that factor.

Since the introduction of DI technology in the early '90s, the presses have continuously advanced and now provide high-quality full-color offset printing, a streamlined workflow, and high throughput. Printers are reviving their businesses and increasing profits by adopting DI offset printing solutions that complement existing conventional offset, and/or toner-based systems.

Some companies are building their businesses around DI offset printing to stand out in a competitive market. Equipped with a competitive solution, these firms are positioned to capture jobs in the fast-growing short-run market segment.

DI provides the fastest path to sellable sheets.



Source: Graphic Arts Monthly

BCT: triple-digit rise in color

For 25 years, the Matchinsky family operated a Business Cards Tomorrow (BCT) franchise so successfully that it had expanded operations to include production facilities in three southwestern states. Now, after adding two Presstek 34DI full-color presses, the firm is conquering markets for short-run full color, experiencing 170 percent growth in color work and 16 percent overall company growth.

"We've become a specialty shop for our three regional markets: we do very high-quality work in a short amount of time," says Mark Ell, CFO. "We also have free pick-up and delivery in our metropolitan areas. That level of trust and service is what's enabling us to grow our wholesale-only customer base.

The company specializes in thermography—raised letter printing—commonly found on stationery products such as business cards, letterhead, envelopes, and announcements. But BCT recognized growing demand for short-run four-color, and wanted to supply it. "We purchased our DI presses to get into the market," says Ell. "It's been an extreme avenue of growth for us."

Jim and Rose Matchinsky founded their BCT in Tempe, Arizona, in 1981, and the company has grown to include two additional locations: Denver, Colorado, and Albuquerque, New Mexico. (There are 82 BCT franchise locations in North America.) Today, the family runs the business under the ownership of three sons Mike, Gary, and Karl, and brother-in-law Mark Ell.

BCT installed the 12½x18-inch portrait-style 34DI in its Arizona site in February 2006, opening the door to short-run color commercial work. Within weeks volume escalated, and a second 34 DI was on its way to BCT Denver. In less than a year, the Matchinskys produced 25 percent of its jobs on Presstek DIs.

BCT is able to offer full-color projects (business cards, post-



BCT's Presstek 34DIs boosted color 170%. Back (l to r): Rob Harney, Mark Ell; front (l to r): Gary, Karl and Mike Matchinsky.

cards, promotional/sheets, brochures) profitably, and at competitive prices. "Consumers are able to get full-color products for the same cost that they were paying for spot color products," notes Ell, with the advantage of dramatically improving the professional image of their company.

The 34DI, which delivers 300-line screen output using waterless ink, is fast, simple and reliable due to quick set up, consistent color management and a 7,000 sph run speed.

"The direct imaging process to sellable sheets takes about 10 minutes," says Ell. The 34DI is also scalable. "Our run sizes range from quantities of 250 to 50,000," he notes. Other benefits Ell highlights include minimal paper waste, automatic wash-ups, and a small footprint—easily fitting into tight quarters. "The consistency of the color from the first sheet to the last is impeccable."

"We are so confident in the quality of our full-color products that we are giving serious consideration of a third DI press within a 12-month time frame."

>> Build the case . . . >> Watch it run . . . >> See it live . . .

Research tools: plan the business case at www.presstekdi.com/gam:

- InfoTrends DI Market Research
- More successful user profiles
- Dr. Joseph Webb's "Major Trends and Rethinking the Print Business"

See how it's done: A dynamic video animation presents a DI press run in exciting graphic detail. From push-button start-up to registered color and sellable first-sheet in minutes, it's easy to understand the DI profit opportunity.

Hands-on demonstrations: Presstek demonstrates the DI advantage at industry trade shows and at regional open houses. Visit www.presstek.com/events to view the complete schedule and to register for an event near you.



877.314.9093 or www.presstekdi.com/gam