



Gathered around Bucknell University's new Presstek Vector TX52 computer-to-plate system are (from the left) Dean Fisher, Lisa Hoover, Jim Trautman, Tim Thompson, Kurt Kling and Jim Muchler.

## Bucknell Adds 'Green' CTP, Joins Communications Team

The in-plant at **Bucknell University** recently experienced some significant upgrades, both in technology and management structure. As a result, the 23-employee Administrative Services department is now 'greener,' more productive and more integral to the university's communications strategy.

The Lewisburg, Pa.-based in-plant has replaced its ABDick 2340 polyester computer-to-plate system with a Presstek Vector TX52 metal plate CTP device.

"One key issue was that it's completely chemical free," reports Lisa Hoover, associate director. No longer does the in-plant have to dispose of hazardous chemicals; the compact CTP unit gives plates a water wash and discharges them ready for use on the shop's Heidelberg QM46.

"It's been working really great," continues Hoover, who is on deck to replace Director Jim Muchler when he retires in February. "We've seen a definite increase in quality." And by switching poly plates for metal,

the plate stretch problem has been eliminated too, she enthuses.

The unit came with a Harlequin Momentum RIP with in-RIP trapping. Dynagram Inp02 PDF imposition software was also added. This now puts press operators in charge of trapping

and imposition, a more effective method, Hoover says.

Though the new equipment and software are reshaping the pressroom, they follow an even more far-reaching change: a new reporting structure for the in-plant. Administrative Services now reports to the vice president

of Communications instead of the VP of Finance. This has placed the in-plant in an integral position to help Bucknell create a strategic communications plan.

Hoover works closely with writers and the Web team to ensure that a consistent message is being sent out to the public. Administrative Services now handles all publications, including the high-end admissions and fundraising products.

The new CTP unit comes at just the right time to help the in-plant handle all this new work. And if the in-plant determines that some jobs aren't a good fit, Hoover says, "we also do all the print buying."

### Presstek Vector TX52 Chemistry-free CTP



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