

Challenging Times Calls For Challenging Solutions



The world wide recession, still lingering in parts of New Zealand's printing industry has changed the way printers do business permanently, but Printing Supplies and Machinery's Rhys Daube believes this change will mean more profitability for those who embrace it.

"Having spent a life time in the printing industry, the last three years have been the most challenging I've ever seen for printing companies and their suppliers. The global financial crisis forced many companies to adapt and restructure within a very compressed time frame to survive, and indeed many companies did not," Rhys says.

"While we are not out of the woods yet, I feel we are "bouncing on the bottom" and with three recent Presstek DI sales under our belt I have cause for optimism that profitability within the industry is improving."

He says that on a recent tour of New Zealand printing companies with Tim Sawyer Presstek's Pacific regional director, it was apparent that most printing companies had installed a digital colour device of some sort to cover the short run market.

While there has been a proliferation of digital toner based machines this has also squeezed the margins to the extent that many operators are producing work on these devices that are uneconomical, he adds.

"In many cases they are feeding long runs through these digital devices just to ensure they reach their monthly click rate target.

"The Presstek DI series of machines offers a strong solution for these printers by being cost effective from 400 to 20,000 copies while enabling them to produce higher quality on an unlimited range of stocks while still encompassing the digital model and work flow ethics.

"World wide trends are towards shorter runs and quicker turnaround in an environment that is increasingly becoming deskilled and more competitive,"

Rhys says that Presstek DI is one manufacturer that has the products to overcome these challengers.

Presstek's Tim Sawyer is also well known in the industry throughout the Pacific Rim and grees, saying many business owners are worried about the scarcity of jobs and declining revenue.

"Since the recession set in a few years ago, printers/buyers have started changing the way they operate. Budgets, and especially marketing

budgets have been squeezed. This has greatly influenced printing today – instead of printing marketing materials by the thousands, the quantity has lessened to three-figures."

Additionally, Sawyer has noted the evolution of content delivery.

"The act of delivering content has evolved. Even magazines get 'versionised' to cater to various audience segments. The use of social networking sites has also changed our way of communication. It's about taking information and presenting it in a number of ways: websites, iPads, toner-based solutions, offset-based solutions, inkjet solutions."

These changes have driven press manufacturer Presstek to educate businesses on the right investment options.

Sawyer says people should be looking at their investment in machinery and its returns. They need to look at the efficiencies and see what can be done to facilitate growth.

"We help companies change their business models, which allows them to be more profitable, turn the job around quickly and at lower cost.

"Five years back, printers were huge and they invested in large equipment. Today, one company can invest in two toner-based solutions and they are good to go! They don't need that much capital and are able to be more flexible and make decisions quickly. They are actively growing their business to gel with the customers' habits."

"Revenues have certainly shrunk and therefore, printers have also needed to do more jobs to keep the figures constant. However, there are two ways to look at this: one is that the industry is tough and it's grim, or the other is to tell ourselves that times are changing."

He says today printers are smart. They know where the technologies are made and are learning their capabilities.

"In our modern age of communication, there are many releases circulated in the market about new technologies. Buyers are savvy and are able to tell the differences in technologies and are changing their business models to accommodate those technologies to their printing process," he adds.

