

## Penn State Adds DI Press

Quality, efficiency and cost. Those were the three areas that **Penn State University's** Multimedia & Print Center (MPC) sought to improve when it recently installed a new Presstek 52DI digital offset press.

The 50-employee in-plant already had a two-color, 40" offset press, as well as a Xerox iGen3. But as the demand for static four-color jobs increased, the shop found itself printing some very long runs on the iGen. With the addition of the 52DI, four-color jobs of more than 2,000 impressions are being transitioned to the new press, opening up capacity.

"It's given us a bigger array of choices," remarks Abbas Badani, director of the University Park, Pa.-based in-plant.

The Presstek 52DI is an automated 52-cm (20.5") landscape digital offset press. Able to print up to 10,000 sheets per hour, it features support for 300 lpi and FM screening and can go from a digital file to a printed sheet in 10 minutes. The chemistry-free press uses waterless printing technology, which has the added benefit of improving quality.



**Theresa Roby and Andrew Heckathorne, art director, Auxiliary & Business Services marketing, conduct a press check of a poster being printed on the new press.**

"There's been a definite improvement in the end product quality," affirms Badani.

The in-plant uses the new press to print posters, brochures, newsletters, view books, direct mail, postcards, programs and more.

"It's still the same mix of work, it's just run more efficiently...with a better quality and at a lower cost," Badani says.

This isn't all that's new at the in-plant. It recently replaced two Xerox Nuvera 100s and a 120 with a pair of Nuvera 144s. The shop also added a second Xanté envelope printer, a Morgana Digifold scoring and folding machine, an inline stamping unit on its Pitney Bowes FlowMaster inserter and upgraded its Pitney Bowes mail meters.

"This brings us to the current level of technology so we are competitive," explains Badani.

**Standing with Penn State's new Presstek 52DI digital offset press are (from left) John Stull, group leader, finishing; Terra Brindel, digital prepress; Jim Lukens-Gable, art director; Tami Van Horn, group leader, prepress; Theresa Roby, manager; and Joe Kirsch, press operator.**

