

# Changing business models

**The fact that the market is undergoing a rapid change may throw many into limbo, especially on the question of sustainability. If buying a press to you is merely an act of spending more dollars on equipment, Tim Sawyer of Presstek offers an alternative take. By Christel Lee**



As Director for the Asia Pacific Rim for Presstek, Sawyer is not unknown to many business owners 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.

“The budgets allocated to marketing personnel have always been a challenge to maneuver. In this recession, managements have been extremely cautious in allocating marketing budgets. They have to have the numbers to justify the amount spent on their marketing budget. This has greatly influenced printing today – instead of printing marketing materials by the thousands, the quantity has lessened to three-figures,” he highlights.

Additionally, Sawyer has noted the evolution of content delivery. “The act of delivering content today 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.”

Clearly, such changes in the market have driven press manufacturers like Presstek to educate businesses on the right investments. Sawyer explains, “Look at your investments, and their returns. Look at the efficiencies and see what can be done to facilitate growth. We (Presstek) help companies change their business models, which allows them to be more profitable, turn the job around quickly and at low costs.”

He adds, “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.





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 the printing process,” Sawyer notes.

“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.”

This year, Presstek is making its presence known in Asia. Sawyer has appointed distribution in almost all Asian Countries In addition, his dealer, Cyber Pte Ltd in Singapore has appointed Kenneth Wong to focus only on the Digital market with Presstek’s products to help and assist customers as they began the transition to digital in Singapore.

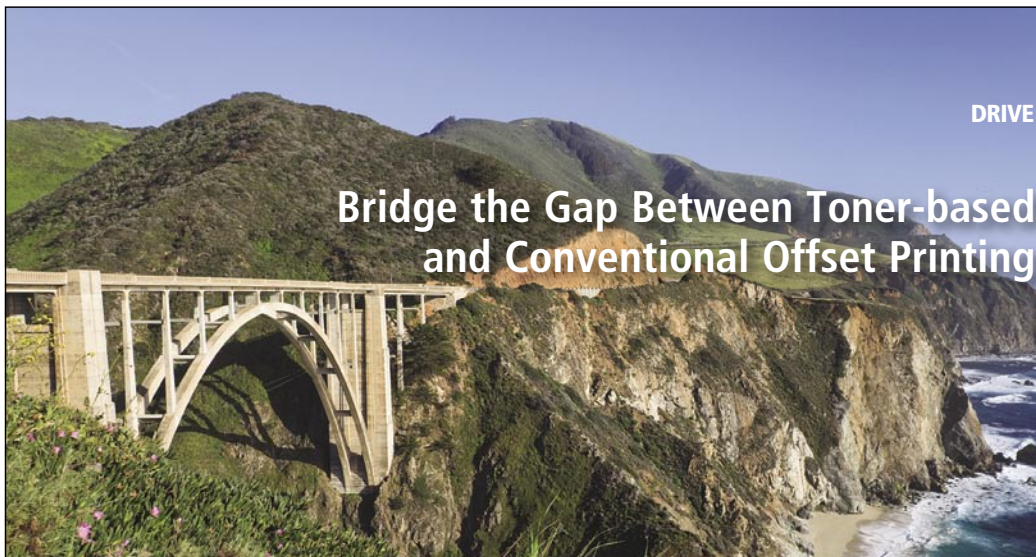
“Asia is a big, growing market. Many companies worldwide are investing

in Asia, and it is also important for Presstek. Indonesia, China, Malaysia, Thailand and India are growing rapidly, and in total, the Asian market is a place into which many are pumping investment dollars.

“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



Tim Sawyer is Director for the Asia Pacific Rim for Presstek. Prior to joining Presstek, Sawyer was vice president of marketing for xpedx’s graphics business, where he was responsible for their national go to market strategy. Prior to xpedx, Sawyer spent several years in leadership roles with Eastman Kodak and Kodak Polychrome Graphics in their respective Greater Asia Headquarters in Singapore, including the position of director, prepress consumables.



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