

# The Harty Press upgrades with new 52DI press

## *New Presstek DI digital offset press improves productivity and profitability*

**The Harty Press, Inc.** in New Haven, Conn., has installed a Presstek 52DI digital offset press to expand the range of applications it can capably, profitably and competitively produce.

“We acquired a Presstek-enabled 34cm DI press some time ago, and it performed very well for us,” said George Platt, co-owner of The Harty Press, Inc. “We decided to upgrade to the Presstek 52DI to take advantage of increased speed and automation, in addition to the larger sheet size.” The Presstek 52DI is a landscape format press that prints up to 10,000 impressions per hour and supports a maximum sheet size of 20.47 by 14.17 inches.

“The larger sheet size not only expands the range of jobs we can produce, but it also means we can have more efficient imposition of full-bleed jobs such as the multiple-up printing of 6 by 9 inch postcards,” Platt said.

The company has been using its DI presses to close the profitability

gap between digital toner-based printing and the company’s 40-inch conventional offset presses. “The DI press is very productive, especially in the 1,000 to 20,000 impression range,” added Platt. “There is lots of work that falls within the press’ capabilities, including sell sheets, postcards, reply cards and brochures. We filled up the press on a two-shift basis very quickly. It is certainly earning its keep.”

The Harty Press was founded in 1900 and provides full-service capabilities in printing, direct mail and marketing communications. The company generates approximately \$17 million in revenue; and with 85 employees this puts them in the top 10 percent of commercial printers in the United States according to InfoTrends Inc.’s U.S. Printing and Publishing Market Sizing report.

“The Harty Press, Inc. is a great example of a larger, very innovative printer that has turned to a Presstek DI press to satisfy customer demand for short run, fast turnaround high

quality color printing,” said Mark Levin, president of Americas Region for Presstek. “By utilizing the capabilities of the cost-effective DI press in conjunction with its digital toner-based printing and conventional offset, Harty is able to improve its bottom line while expanding its range of services in a very competitive environment. It is an ideal DI press scenario; the company now has more flexibility in leveraging the right tool for the right job to meet client demand.”

## Neoprint buys Duso Folding Box Co.

**Neoprint, Inc.** in Chelmsford, Mass., has acquired the **Duso Folding Box Company** and as a result has added die cutting, gluing and folding box manufacturing capabilities to its commercial sheetfed and cold web operations.

Since the joining of Sullivan Brothers Printers and Northeast Offset in August 2005, Neoprint has invested in new equipment and state-of-the art technology in all departments to stay at the forefront of the graphic arts industry.

The acquisition of Duso Folding Box Company, which has been serving the Greater Merrimack Valley area for 58 years, has enabled Neoprint to offer packaging solutions along with the existing services presently offered, including high-end corporate collateral, digital variable data, CD/DVD media, fulfillment and mailing solutions.

“Throughout our growth and expansion our philosophy for doing business has remained the same, total customer satisfaction.” Dick Errico, Neoprint’s sales & marketing manager.



*Press Operator Joe Vitelli at The Harty Press’s newly installed 52DI press from Presstek.*