

## CASE STUDY:

# University of Southern Indiana — Saving Time and Money

### Organization

University of Southern Indiana Publishing Services

### Profile

The university's Publishing Services department, with 11 employees, houses a full-service printing and copy operation, coordinating the production of publications from initial idea to the final staple.

### Challenge

Publishing Services was outsourcing the vast majority of its 4-color work. They were seeking a solution that would allow them to recapture outsourced work, improve overall quality, and provide faster turnaround.

### Solution

A Presstek 52DI digital offset press

### Results

- Virtually eliminated outsourcing of 4-color printing, saving time and money for the university
- Moved runs as low as 500 from toner to digital offset for higher quality
- Easily added new capacity within a space-constrained environment



Founded in 1965, the University of Southern Indiana enrolls nearly 11,000 undergraduate and graduate students in 70 undergraduate majors, 10 master's programs, and one doctoral program.

## University of Southern Indiana Improves Productivity and Reduces Outsourcing with a Presstek 52DI

**T**erri Bischoff, Assistant Director of Publishing Services at the University of Southern Indiana, says, "I had exposure to DI® technology at a commercial printer where I was previously employed and understood the benefits of the process." After researching digital printing technology options, Bischoff and Director Leslie Parker decided that a Presstek 52DI digital offset press would be the best fit and capable of handling the majority of the shop's 4-color printing based on run lengths, sheet size and quality requirements. She adds, "We had the money in reserve, skilled staff, and adequate space. We believed we could make this investment without breaking the bank and that now was the perfect time to make the switch."

**"We really like the waterless printing and the types of inks the press uses, as well as the fact that it uses thermal technology to image chemistry-free plates on-press."**

The Presstek 52DI is a highly automated 52cm landscape digital offset 4-color press. The 52DI supports stock up to 20pt. thick and features 300 lpi and FM screening, the ability to go from digital file to printed sheet in 10 minutes, and a small environmental footprint. The press prints up to 10,000 sheets per hour. It can be purchased with an inline aqueous coater.

Prior to installing their DI press, Bischoff reports that Publishing Services was outsourcing 75 to 85 percent of its color work. With the Presstek 52DI in place, the department,

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Left to right: Terri Bischoff, Assistant Director of Publishing Services, Leslie Parker, Director, Bill Forston (in ball cap), Pressman, and George Masterson, DI Pressman

**“Not only do our customers appreciate the improved quality, they like the fact that we have complete control over the job rather than outsourcing the work.”**

For information about Presstek digital solutions, or for a schedule of demonstrations, visit

[www.presstek.com](http://www.presstek.com)

or call 1-800-524-0003 x3599.

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which has first right of refusal for all University printing, has now been able to bring almost all of that back in house, accelerating turnaround and delivering financial benefits for the university.

Bischoff and Parker were particularly attracted by the 52DI's automated operation, and its small environmental and physical footprint, adding, “We really like the waterless printing and the types of inks the press uses, as well as the fact that it uses thermal technology to image chemistry-free plates on-press.” Like many in-plant operations, Publishing Services is space-constrained. Bischoff indicates that the press, with its small footprint as compared to other offset presses, fit perfectly into the shop.

Publishing Services already had a Presstek Vector platemaker in place, using chemistry-free Freedom Pro plates for its two-color press. “When I got here five years ago,” she explains, “we were still using film-based platemaking. Disposing of the chemistry was a real issue, to say nothing of the productivity impact. Considering our great Presstek experience with the Vector, adding the DI press was the next logical step.”

Customers have noticed the difference and have been impressed, according to Bischoff. “Not only do our customers appreciate the improved quality,” she says, “they like the fact that we have complete control over the job rather than outsourcing the work to an outside firm who is juggling the priorities of many customers.” Bischoff also points out that if a quick reprint is needed or if a job needs to be put back on press for any reason, having the DI on site is ideal. In addition, if there is a problem with a file, Publishing Service's design group can expeditiously address any issues. “If we are working with an outsource vendor,” she says, “these types of issues can add lots of cycle time and/or cost to the job.”

Publishing Services finds it economical to move runs as short as 500 from its toner-based digital press to the Presstek 52DI. “It saves us time and money, and the quality is better,” Bischoff explains.

Bischoff is also very pleased with Presstek service and support. She says, “If we have any issues, they always work through them with us. Even late in the day we are able to reach live technical support, and that is important to us. We have a great technician in our region, and he is extremely responsive. Overall, it is a terrific partnership.” ■

