



PRESSTEK

DIALOG

NUMBER
10

News and Information for Presstek Customers

In Your Interest:

Presstek at PRINT '09

*Visit us in Chicago at
Booth #3646*

September 11-16

Presstek will be demonstrating the latest DI® press developments, CTP hardware and plates, as well as workflow solutions. (More on page 4.)

Growing Your Business by Going Green:

Informative White Paper is Now Available

Presstek has published an informative white paper that will help printers of all sizes and types better understand the economic and environmental benefits of going green. *Growing Your Business by Going Green* is available for downloading from www.presstek.com.

Bridge the Gap, Increase Profits

Learn how a flexible production platform can expand your services while improving your productivity and profitability. Download a copy of a beneficial study by going to www.presstek.com. (Learn more on page 2.)

Profile: The CRN Group, Calgary, AB

Choosing the Right Tools for the Right ROI

In June 1997, Rick Wilson started a Calgary-based digital services firm, Color Right Now, with no budget, no clients and one employee. Since

then, Color Right Now has grown to a successful company with more than 50 full-time employees, supplying services to clients in Western Canada ranging in size from independent businesses to national corporations. After opening a mail company and acquiring a two-color offset print shop, the organization was renamed The CRN Group.

With a growing volume of four-color offset printing being outsourced, The CRN Group was seeking a way to bring short-run four-color offset printing

in-house without introducing undue complexity into the process.

Early in 2008, The CRN Group turned to Presstek to meet its growing offset printing needs.

“We believed that the Presstek 52DI® digital offset press would do the best job of satisfying our business objectives,” comments Rick.

“Not only has the Presstek 52DI® resulted in gaining more business from existing customers, it has opened the door to a number of new clients as well.”

“Its high level of automation makes it easy to operate, especially when compared to conventional offset, and the quality can’t be beat. Not only has the Presstek 52DI resulted in gaining more business from existing customers, it has opened the door to a number of new clients as well, delivering the highest quality printing available in the greater Calgary area.”

Wilson had also acquired EFI’s PSITM Print MIS (Management Information System) solution to make it easier to track critical business

Continued on page 2



Russ Chopek, The CRN Group’s Operations Manager (left), and press operator Darin Law with the Presstek 52DI their firm chose as the best solution for short-run high quality color.

Presstek, Inc.
55 Executive Drive
Hudson, NH 03051-4903

How to Bridge the Strategic Production Gap Between Offset and Digital Toner-based Printing

Presstek released an informative paper that focuses on print business management in the current market conditions. This exciting new paper, *How to Bridge the Strategic Production Gap between Offset and Digital Toner: Adjusting the Print Manufacturing Platform to Meet Today's Market Requirements* is written by Cary Sherburne, senior editor at WhatTheyThink and includes a supplemental feature by Dr. Joe Webb, director of WhatTheyThink's Economics and Research Center. At right is an excerpt from Dr. Joe's feature. The entire paper can be downloaded by visiting www.presstek.com.



Investing for the Future

By Dr. Joe Webb, director of WhatTheyThink's Economics and Research Center

Now is the time for print businesses to take a critical look at their production platforms. The market is changing, and the production platform must change as well. The successful printing business of the future will most likely consist of a hybrid production platform—leveraging the individual benefits of conventional offset, DI digital offset and toner-based presses to meet a growing range of customer needs and to bridge the strategic production gap that exists today between offset and digital toner-based technologies. This will ensure a stronger, more profitable business that is well-positioned to retain existing customers and gain new ones.

Choosing the Right Tools for the Right ROI

Continued from page one

information for his growing organization. One outcome of the analysis of PSI data was the discovery that the cross-over point between the Presstek 52DI press and CRN's Xerox iGen3 for static four-color printing was actually lower than Wilson had originally thought. He says, "We had been producing static work consisting of 750 to 1,000 sheets or more on the DI press. Our PSI analysis reflected that 500 sheets is actually a more accurate cross-over point."

For The CRN Group, the ability to make decisions about appropriate production processes on a job-by-job basis, based on factual historical data that is generated by its print MIS solution, has helped make the company more competitive.

Wilson adds, "There are many considerations beyond run length that go into choosing the right production platform for each job. However, the data we developed did allow us to change the way we were estimating jobs. Our ability to produce 300 lpi offset printing cost-effectively, in runs as short as 500, has certainly increased our competitiveness."

"We are thrilled with the cross-production platform... it's good for business and great for our customers."

Wilson also finds significant benefit in leveraging the mixture of DI digital offset and toner-based printing in many of his projects. "One good example is the tickets we recently printed for the Calgary Hitmen, a local hockey team. The team was delighted with the quality and price we achieved by preprinting the static



The CRN Group's Presstek 52DI and toner-based presses combine for the best of two worlds: high quality four-color printing with variable data. Tickets for a Calgary hockey team were cost-effectively printed as four-color shells on which variable data was imprinted.

information on the Presstek 52DI, then adding the variable information, including barcodes, using the iGen3. By combining the two technologies, we were able to deliver the best possible product at the best possible price. We are thrilled with the cross-production platform we have developed; it's good for our business and great for our customers." ■

Making the Most of Your Current Customer Base

By Kathleen McHugh, Presstek's Vice President and Chief Marketing Officer

Companies are increasingly turning their efforts to both retaining customers and growing share of revenue from those existing customers, especially during this period of economic uncertainty. Research shows that companies that pay attention to customer retention initiatives achieve 46 percent faster growth as compared to their peers.*

Schedule an Account Review

The best way to make the most of your current customer base is to keep your finger on their pulse by scheduling an executive account review. Start with your key customers. Before you contact them to schedule an appointment, make sure you do some research to see what their current company initiatives are and how your services might help advance those initiatives.

This session should be conducted by asking questions that will help you gain an understanding of the key challenges they are facing and what keeps them awake at night. During the meeting, of course, you will want to review the work you have been doing for that specific customer and uncover any issues they may have with your firm, but more importantly, you are there to listen to them talk about their business. Out of these discussions, you will learn how you can help them address their key business objectives, and by so doing, drive more opportunity to your business.

Know Your Customers' Needs

Here are some of the ways you can leverage your customer retention efforts to maximize your print volume.

1. Is your customer facing headcount reductions?

Make it easier for them to do business with your company.

Headcount reductions typically result in an increased workload for those who are left. An

easy-to-use customer-facing Web service (Web-to-print) can ease the workload for those who order and manage print.

An easy-to-use customer-facing Web service (Web-to-print) can ease the workload for those who order and manage print.



2. Is your customer looking to consolidate suppliers for more efficiency?

This can offer an opportunity for expanding your services. A Web-to-print solution can manage more than printed

products. Once you establish a branded online catalog for your customer, it can also manage non-printed items. Non-printed items can be inventoried at your facility, or you can simply provide the centralized ordering service with fulfillment by the supplier of the items. This service places you ahead in the race to retain that valuable customer and increases the value of your company in their eyes.

3. Does your customer want to reduce waste due to inventory obsolescence and ensure that printed materials are up to date?

Today's highly productive Presstek DI digital offset presses offer a means of easily shifting your customers to a print-on-demand model, reducing costs for them. It also provides you with a steady stream of profitable work as smaller, more frequent runs of high quality materials are ordered.

Show your customer how high quality shells printed on a Presstek DI press can be run through a toner-based device for personalization at approximately half the cost of a full toner-based workflow.

4. Has your customer initiated any programs to improve the quality and effectiveness of customer communications?

Your customer can affordably increase the relevancy of customer communications by

versioning materials, instead of the more costly approach of making each piece totally unique. This is an area where today's efficient DI presses can be especially helpful. Versioning generally implies

shorter runs of various versions of direct mail, promotional literature, newsletters, and more. Often different versions require a simple black plate change. Or show your customer how to add more sophistication to the piece—high quality shells printed on a Presstek DI press can be run through a toner-based device for personalization at approximately half the cost of a full toner-based workflow.

5. Does your customer have an environmental sustainability program in place?

More companies than ever before have sustainability mandates in place. They are moving to energy efficient lighting and buildings, stepping up recycling efforts and reducing their carbon footprint in many other ways. However, they may not realize

Continued on next page

*PriceWaterhouseCoopers Trendsetter Barometer

Making the Most of Your Current Customer Base

Continued from previous page

that they can reduce the environmental footprint of their printed materials! You can help them meet their environmental sustainability objectives in several ways:

- By using the short-run and versioning techniques, you can help them reduce the overall amount of waste in the marketing communications supply chain while at the same time improving the quality of their customer communications.
- Even if you are not FSC or SFI certified,

you can use FSC or SFI certified sheets sourced from responsibly managed forests.

- Finally, you can take advantage of today's environmentally-friendly printing technologies, including waterless printing and chemistry-free platemaking to further reduce the carbon footprint for your customer.

Customer retention is more important than ever before. Conducting these executive account reviews is a good first

step. Share this article with your staff, and solicit their ideas as well. Your staff is a veritable gold mine when it comes to improving customer service and keeping customers happy. Dig deep and you will mine many nuggets that will augment the advice shared here. Your staff will feel more valued, as well.

Last, but certainly not least, keep your eye on the technology ball. Make sure that you are making or planning investments to ensure your team's competitiveness and that your production platform is flexible enough to meet the changing needs of the market, today and into the future. ■

6 Tips for Expanding Your Services Within Existing Accounts

1 Prioritize your key accounts and schedule executive account reviews. An executive account review with your top customers is a good approach to learning more about them while at the same time, elevating your level of contact within the account.

2 Be sure to conduct regular customer surveys. These days, online surveys are inexpensive, and are a good way to keep your finger on the customer's pulse. Surveys can also be mailed or included with printed jobs. Just be sure to review them and quickly address any issues that are uncovered.

3 Ask for referrals. Maybe you are serving only one department in the account. Ask your key contact to refer you to others in the company that could benefit from your services.

4 Conduct regular educational events for your customers. Today's busy buyers of print are interested in staying current with technology. An open house at your site with a knowledgeable industry speaker; a lunch-and-learn at the customer site to talk about new ways of producing

business communications; or a Web-based educational session your customers can attend live or view later, are just some of the options.

5 Make sure your Web site is current and informative. Increasingly, current and prospective customers are researching online before they buy. A good Web presence is a must in today's fast-paced business world. And with a Web-to-print solution, you provide an opportunity to buy immediately—even if they are working from a hotel room somewhere.

6 Finally, don't live the story of the shoemaker and his kids. You are an expert at helping customers present a good business image. Do the same for your business. What better way is there to show your customers what you can do for their businesses than by doing the same for yours? Launch a postcard campaign with incentives for ordering. Publish an educational newsletter that shows off your printing capabilities. Include high quality flyers, note pads, labels or other printed pieces with every job you send out, promoting the other services you offer.

See Presstek's Environmentally-friendly DI and CTP in Action

You are invited to learn more about Presstek's industry leading DI press and chemistry-free CTP digital offset solutions at this year's major shows. Come and find out how these solutions are engineered to increase print job productivity and profitability.

Chicago, IL – PRINT '09 September 11–16, booth 3646

Making their debut are Presstek's newest range of digital offset printing solutions.

Toronto, ON – Graphics Canada 2009 November 12–14, booth 1250

Come see Presstek's newest range of digital offset printing solutions, which are designed to increase print job productivity and profitability.

For more information:

www.presstek.com/events

or call

1-800-524-0003 ext. 3599

To learn how a Presstek DI press or chemistry-free CTP solution can help your business please call 1-800-524-0003 x3599 or visit www.presstek.com.