

In Your Interest:

A Smarter Way to Print
Digital Solutions for Today's Opportunities

The Business-Savvy Printer
Preparing Your Business for an Automated Future

Cary Sherburne, Senior Editor of "WhatTheyThink", discusses ways to make your business more capable, profitable and competitive in the years ahead.

On the Road
See Presstek DI®, Chemistry-free CTP and Digital Workflow Solutions in Action

Visit Presstek at Graph Expo: Booth 2811

When Times Get Tough: Re-think Print

Today, as print service providers, you are faced with the challenge of increasing print volume for your business, while looking for ways to improve your profitability. These are no small tasks during an economic downturn with rising costs in an environment that grows increasingly competitive.

Streamlining your business is one strategy for meeting these challenges. However, just streamlining may not be enough. As the industry changes, a grander re-thinking of the nature of printing may be required.

What are those changes? By 2010, according to Frank Romano of the Rochester Institute of Technology, 33 percent of all print jobs will be 24-hour turnaround. InfoTrends, Inc. studies show that by 2009, digital color page volume will grow 27 percent. Industry expert Dr. Joe Webb's research indicates that 80 percent of run lengths for all four-color printing is currently at 5,000 impressions or less. Gary Jones of PIA/GATF finds, "There is an overwhelming demand for sustainable and green processes."

To keep your business ahead of these industry trends, Presstek is featuring, at Graph Expo 2008, environmentally-friendly digital solutions that are designed to further drive inefficiencies and costs out of each zone of your workflow; from quoting through to prepress, printing, delivery and billing. In this issue of



Visitors to Graph Expo will look for solutions to today's challenges. Those solutions include Presstek's DI digital offset presses, chemistry-free CTP, and integrated digital workflow products.

DIALOG, you can preview the new and innovative digital solutions that Presstek will be showcasing in booth 2811, at Chicago's McCormick Place from October 26th to 29th. Also, we invite you to visit us at the show. ■

You can receive a free pass to the exhibition by visiting our web site www.presstek.com and clicking on the Graph Expo button.

Hear Dr. Joe Webb at Graph Expo

**Presstek booth #2811
 Sunday, Monday
 and Tuesday
 October 26-28
 See page 3**



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

Graph Expo 2008: Digital Solutions for Today's Opportunities

At Presstek's booth 2811, companies of all sizes will find digital solutions that offer a competitive advantage in today's marketplace by boosting productivity and profitability, while offering environmentally-friendly operations.

DI® Digital Offset Presses

Presstek DI presses offer both conventional offset and digital printers the most profitable solution for meeting the demand for quick turnaround, high quality color printing in runs from 250 to 20,000. Capable of printing on a broad range of substrate thickness up to 20pt. (0.06mm to 0.5mm), the DI supports up to 300 lpi and FM screening without incurring additional time or expense. These highly automated DI presses combine the efficiency of an all-digital workflow with the versatility and high quality of offset printing.



The Presstek 52DI is a 52cm landscape digital offset press that operates at up to 10,000 impressions per hour with a maximum sheet size of 20.47" x 14.76".

The Presstek 34DI, portrait format digital offset press, operates at up to 7,000 impressions per hour and provides a maximum sheet size of 13.39" x 18.11".

UV Printing Option for DI Presses is a new option that increases the flexibility of the 52DI or 34DI press by expanding the range of applications and markets that can be addressed, making it easier for printers to differentiate their businesses. UV waterless inks dry instantly and produce superior quality printing, especially on uncoated stock and non-porous substrates, such as foils and plastics.

Chemistry-free Computer-to-Plate Solutions

Compass Series Platesetters are making their North American debut. These highly productive 4-page and 8-page platemakers are ideal for a wide range of printing environments, with production speeds ranging from 15 to 38 plates per hour. Presstek Compass platesetters image up to 200 lpi with Presstek's Aurora Pro chemistry-free plates.



Aurora Pro Chemistry-Free Plate is a true chemistry-free daylight-safe metal plate that can be imaged on a range of thermal platesetters, including Presstek's Compass and models distributed by Screen and Kodak (Creo). Aurora Pro plates are rated up to 25,000 and have strong resistance to UV inks and solvents.

Dimension Pro 800 Platesetter, the latest addition to the Dimension line, is an 8-page CTP system that supports up to 2400 dpi at 200 lpi on Presstek's chemistry-free metal plates. With a throughput of 11 to 15 plates per hour, this easy-to-use platesetter offers semi-automatic loading with automatic registration.



Vector FL52 and Freedom Pro Plates, a new version of Presstek's easy-to-use, small format chemistry-free metal platemaking solution features a new imaging system that is engineered to deliver excellent dot quality and high reliability. Optimized to work with the Vector FL52, chemistry-free Freedom Pro plates have a grained anodized surface, which provides superior on-press performance.

GRAPH EXPO

October 26–29, 2008
McCormick Place South • Chicago, IL

Workflow: For Fully Integrated Digital Solutions

Presstek PathWay is an affordable, highly scalable Web-to-print solution, powered by Press-sense. This complete, Web-based, end-to-end, print-on-demand workflow and management solution allows users to create, customize, order, print and deliver in one streamlined, integrated operation. Add-on modules are also available for extra functionality, providing a growth path and making it scalable for small shops to large operations. PathWay can also be easily linked to Presstek's range of workflow solutions for maximum automation.



Presstek Latitude, making its North American debut, is a highly automated PDF/JDF workflow powered by EskoArtwork's Odystar. Its flexible workflow tools allow the automation of more production processes with a wide range of prepress tools that easily accommodate last minute changes. Latitude incorporates advanced screening technologies, a state-of-the-art trapping tool, and integrated imposition options—ensuring high quality, efficiency and productivity.

Presstek Momentum Pro has a new version, to be introduced at Graph Expo. This fully-integrated RIP and workflow solution is designed to automate the production process using certified PDF tools. Momentum Pro acts as a centralized PDF creation and preflight system, ensuring consistent output to multiple devices for small to mid-sized printers. ■

Preparing Your Business for an Automated Future

By Cary Sherburne, Senior Editor, *WhatTheyThink.com*

You can't open a trade publication or attend an industry conference these days without hearing about the importance of automating your production operation. Pricing pressure can wreak havoc with your margins, especially in a difficult economy. Reducing your cost base is one of the most effective ways to mitigate these effects.

Figuring out how to start can often be overwhelming. The good news is that you can get started today, with the resources you already have in place.

Take a Good Look Around

The key to success in re-engineering any business process is to have a good understanding of your current state. Take the time to analyze your business from end to end, looking for waste, bottlenecks and other barriers to profitability. Start by closely examining how a print job enters your shop and what steps it has to go through before shipping and invoicing. You can introduce all of the automation in the world, but if you are automating broken processes, you will not be able to attain your goals.

As a preliminary step, say to yourself, "Today I am going to be a job ticket." Pin that job ticket on your shirt and take it



through the shop. You may be surprised at what you see. But don't just start with production planning or prepress. First, start with customer engagement. Much inefficiency can occur in the order entry process. How does the job come in: customer drop-off, via e-mail or FTP? Is it a new job or a reprint? How do you ensure that you have all of the job specifications? How often does the CSR have to call the customer to verify the job specs? Or worse yet, are there miscommunications that require the job to be re-run? These all cost time and money and can cause customer dissatisfaction.

"Take the time to analyze your business from end to end."

A Pathway to Higher Efficiency

One way to address order entry inefficiencies is to implement a Web-to-print solution such as Presstek PathWay. Learn more about Presstek PathWay in this edition of *DIALOG* or stop by Presstek's booth at Graph Expo. You will be pleasantly surprised to learn how afford-

able and easy-to-use the solution is. Customers can easily order reprints or enter

ad hoc jobs online, 24/7, with all of the data required to produce the job. In fact, many organizations are using solutions like Presstek PathWay to achieve near-lights-out production for short-run and less complex jobs. One example is Liberty Graphics in Calgary, AB, Canada.

If you are a DI digital offset press user, Pathway makes it simple to build templates specifically for the DI and to automate the imposition process. "Our templates automatically place the color bar on the sheet," says Jesse Schneider, partner at Liberty Graphics. "We can select a range of jobs in the queue and automatically gang and impose them within the template in the most logical way based on size, paper stock and color." Schneider explains that PathWay automatically groups like jobs based on paper stock and other considerations, imposing multiple jobs on the same plate when possible. "It is easy for the operator to adjust for efficiency," he adds. "For example, if the imposed jobs leave too much blank space on the page, you can back jobs out and reimpose until the mix is most efficient. It is quick and easy."

Continued on next page

At Graph Expo 2008...

Spend Ten Minutes with Dr. Joe Webb

At Presstek's booth #2811

Dr. Joe will present the latest in market trends and how to rethink your business strategies for success.

10:30 a.m. & 2:30 p.m., Sunday, Monday and Tuesday, October 26-28

Dr. Joe Webb is one of the graphic arts industry's best-known consultants, forecasters, and commentators. He is the director of WhatTheyThink.com's Economics and Research Center.

You can also catch Dr. Joe's presentation at the NAQP Owners Conference at Chicago's InterContinental Hotel on Friday, October 24, from 3:45-4:45 p.m. at the Presstek vendor session.



Preparing Your Company for an Automated Future

Continued from previous page

Practical Information Management

Don't forget the back-end processes either. How quickly and accurately do invoices get generated? What processes are in place to ensure you have adequate consumables in stock? If you keep work-in-progress inventory, how well is that managed? For example, you may be pre-printing offset shells for later overprinting. Is the inventory carefully tracked? Is it easy to locate when needed? These processes can consume scarce dollars if they are not closely managed. A print MIS solution is a good way to get a handle on both back-office and production processes.

Higher Production Efficiency

Your primary focus, of course, will be on prepress through press room production and into bindery. Have you moved to chemistry-free platemaking? This is one way to take time, steps and cost out of the production process while at the same time reducing your environmental foot-

print. Presstek invented chemistry-free platemaking and for nearly two decades has been a market leader in this environmentally sustainable approach to print production.

What about the pressroom? Is make-ready time excessive and how much waste is there? How much waste is there during the routine quality monitoring throughout the run? Look for ways to reduce the waste; and the time and cost associated with it. A Presstek DI press is one solution that can address both the reduction of chemistry and waste, while at the same time increasing the overall quality of your work.

What happens with a printed job on its way to the bindery? Are there ways to reduce drying time so that work can move smoothly into the bindery? How much waste do you generally have in the bindery and what can you do to reduce that?

These are just a few of the things to look for as you do your "job ticket" walk-through. Once you have made this initial assessment, consider putting a team in place to thoroughly document the current process and design a desired state that will get you to a faster through-

put time, smaller cost base and increased plant capacity.

For additional help, industry associations are a great resource. PIA/GATF has a range of resources focused on LEAN Practices and Process Control. Visit www.gain.net and click on Research & Consulting. In addition, the IPA's eLEAN program (www.ipa.org) is a blend of on-line webinars (also available on CD), a handbook, and access to LEAN experts. For less than \$550, you can get a head start on your competition by optimizing your business and production environment. ■

Cary Sherburne, Senior Editor at "WhatTheyThink", is a well-known author, journalist and marketing consultant whose practice is focused on marketing communications strategies for the printing and publishing industries. Sherburne has written six books, most recently, *No-Nonsense Innovation: Practical Strategies for Success*, written with Bill Lowe, the father of the IBM PC and scheduled for publication in the spring of 2009. Sherburne can be contacted at cary@SherburneAssociates.com.



Presstek On the Road

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

You are invited to learn more about our industry-leading DI press and chemistry-free CTP digital offset solutions at an event near you. Come and find out how these solutions are engineered to increase print job productivity and profitability.

Denver, CO—Digital Power Printing Forum

September 23–25

You are invited to hands-on demonstrations of our industry-leading digital offset solutions.

Nashville, TN—Open House Digital Print & Finishing for Profit

October 7–9

Presstek dealer, Printers & Duplicator Service, Inc. will feature a Presstek 52DI digital offset press & Vector FL52 chemistry-free CTP system; plus finishing solutions at their open house.

Chicago, IL—Graph Expo 2008

October 26–29, booth 2811

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

Toronto, ON—Print World 2008

November 22–24, booth 300

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

For a complete list of events or to register for an open house or forum visit

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