

GP Print attracts new clients with new short-run offering

Tim Sheahan, printweek.com, 12 February 2009

GP Print has opened up short-run markets and picked up new clients after investing in a Presstek 34DI digital offset press.

The Peterborough-based company has increased the level of work it produces for a local council while also taking on jobs from other trade printers in the area that don't have short-run capacity.

The digital offset press, which complements a brace of four- and two-colour Heidelberg machines, has also contributed to a reduction in plate makeready times – down from 100 minutes to nearer 15 on the Presstek.

Peter Martyr, business partner at GP Print, said that while the press was a big investment for a company of its size, it was necessary in order to retain its long-standing customer base.

"The priority was about improving quality and being able to take on more work and turn it round faster," he said.

In addition to increased capacity, the printer claims "its new workhorse" has also saved on chemistry, while cutting waste and increasing the range of stocks that it can print on.

Martyr said: "We take in jobs from larger printers who are not equipped for short to medium runs, and from other printers who don't have the facility to produce fast turnaround, short-run four-colour printing."



Martyr: "improving quality"