

## CASE STUDY:

# Bucknell – Improving Quality, Reducing Environmental Impact

### Company

Bucknell University – Administrative Services  
Print Shop, Lewisburg PA

### Profile

Located about three hours from New York City, Philadelphia and Washington, D.C., Bucknell University is home to 3,400 undergraduate students and 150 graduate students.

### Challenge

The University print shop installed its first CTP system, a chemistry-based polyester platemaker, in 2001. A new generation of presses required a new generation of CTP that could deliver higher quality with a smaller environmental and physical footprint.

### Solution

Presstek Vector two-page platesetter with Freedom Pro chemistry-free metal plates

### Results

- Able to produce affordable and consistent 4-color printing with limited makeready waste
- Eliminated chemistry from the platemaking process
- Compact footprint and daylight-safe handling reduced the platemaking footprint
- Further streamlined workflow with automated trapping and imposition

### Filling the Production Gap

In 1995, as a result of the Campus Earth Summit that included delegates from 50 states and 22 countries, “Blueprint for a Green Campus” was published by the Heinz Family Foundation, serving as a compass for campus sustainability initiatives. The Blueprint explicitly recognizes the importance of environmental audits in its definition of a “green” campus, and Bucknell University has taken this advice to heart. The University completed a full environmental audit in May of 2009.

**“The fact that the Vector is completely clean and has a compact footprint was extremely important.”**

“We were ahead of the game and ahead of the audit in reducing our environmental footprint,” says Lisa Hoover, recently appointed as Director of Administrative Services for the University upon the retirement of her predecessor. “Last fall, we began seeking a replacement for our chemistry-based polyester platesetter that would not only reduce our need to acquire, manage, store and dispose of toxic chemicals, but would also consume less space in our print shop and eliminate the need for special lighting. At the same time, we wanted a system that would improve the quality of our output and better align with the new generation of presses we had installed. The Presstek Vector chemistry-free metal platesetter fit the bill on all counts.”

Hoover explains that the University’s production platform now consists of a Heidelberg Quickmaster 46 2-color press,



an ABDick 9920 2-color press, a Xerox Nuvera 120 monochrome digital printer and a Xerox DocuColor 7000 digital color press, as well as a full bindery with saddle stitching, perfect binding, coil and comb binding, folding and cutting.

“We also have a copy center and manage all of the campus mail, including a bulk mail facility, student mail and the regular business mail delivery, co-located in the same building as the print shop,” Hoover says.

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## Communicating Value

In a departure from the organizational structure of many university in-plant operations, the Bucknell University print shop is part of the University's Communications Division. "As such," says Hoover, "we are responsible for designing and producing all University publications, including everything from Admissions recruiting materials to the University alumni magazine, fund raising campaign materials and the regular mix of class packs, posters and brochures for our various departments. With our previous configuration, much of the four-color work had to be outsourced because of the registration issues associated with using polyester plates to produce four-color work on two-color presses." With today's configuration, Hoover is pleased to report that an increasing volume of work is now being brought in-house, especially as the campus community learns about the shop's new capabilities and added value.

## Automating Prepress

In conjunction with the Vector CTP system, Bucknell also acquired Presstek's trapping module and Dynagram's inpO2 imposition solution from Presstek. "This has saved us a lot of time," comments Hoover. "Prior to that, we had to rely on the design team to trap files as well as application-specific trapping, which is not optimized for our press workflow and did not always work out as expected." In addition, the shop has moved to a full PDF workflow, automating imposition and removing that burden from the design group as well. "The press room is across campus from the designers' location, and the designers can't always envision how the job is going to be run. These solutions allowed us to place trapping and imposition in the hands of those closest to production, streamlining our workflow."

## A Smaller Footprint

"As we looked at potential CTP replacements," says Hoover, "other systems we viewed had a larger footprint than the Vector and needed a separate processing unit, which required space we did not have. These systems would also have required

a yellow safe-light room, which would have been difficult to accomplish in the space we had available."

The Vector's small physical footprint and its self-contained and daylight-safe operations were also important decision factors for the University. In addition, its compact environmental footprint was extremely important.

"The fact that the Vector is completely clean was also extremely important," adds Hoover. "The remains of what comes out of the processor can be put down the drain. Previously we had to have Safety Services haul away the used processor materials. Anything we can do to be more environmentally friendly is looked on favorably by the University."

In addition, the Vector's precise registration and Freedom Pro metal plates have meant more consistent quality and faster makereadies, eliminating much of the paper waste normally associated with offset printing.

## Thinking Ahead

Hoover and her team are continuing to evaluate four-color work to determine what else can be brought in-house, focusing on the 5,000- to 10,000-sheet runs. "We have already brought quite a few of these in-house, and I am sure there are more that we will transition as we finish our evaluation," she explains.

"Although we are not considering additional investments right now," Hoover continues, "we have certainly expanded the range of work we can handle internally, and we are extremely pleased with the quality that the Presstek Vector with Freedom Pro plates allows us to produce on our two-color presses." Hoover also points out that the system is extremely easy to use, with virtually no learning curve. "Especially because we had the predecessor to the Vector before and were already used to the workflow, it was really easy for the operators to just pick up and run with it. That would not have been the case had we gone with another vendor," she says. ■

**"Hoover reports that an increasing volume of work is now being brought in-house because of the quality produced with the Vector."**

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