

CASE STUDY:

Cal Poly Pomona – Leverages DI to Address Business Goals

Company

Department of Graphic Communications Services,
California State Polytechnic University, Pomona, CA

Profile

As one of only seven polytechnic universities nationwide, Cal Poly Pomona is known for its learn-by-doing philosophy. Cal Poly Pomona provides a rich academic experience that encourages hands-on learning in every program, course, and activity on campus. This philosophy extends to the Department of Graphic Communications Services which has taken specific steps to reinvent itself over the last couple of years.

Challenge

The Department of Graphic Communications Services, under the leadership of Manager Daiken Fiore, was seeking a way to introduce more capability into its printing operation. With increasing customer demand for four-color printing, the shop's one- and two-color presses were insufficient to meet demand, and an increasing amount of work was being outsourced.

Solution

- Presstek 34DI® digital offset press
- Presstek Vector FL52 CTP System

Results

- Able to fully support the Cal Poly community
- An environmentally sound printing solution
- The Presstek 34DI replaced three offset presses
- The Department of Graphic Communications is now a one-stop shop

Cal Poly Pomona: Building A Sustainable Business Model



Cal Poly is recognized as a national leader in polytechnic education, where hands on learning is the foundation of a broad based educational experience.

Daiken Fiore was appointed the Manager of Cal Poly's Department of Graphic Communications Services with a primary task of developing a two-year business plan for the department. "This was quite challenging," says Fiore, "but very rewarding as I was able to develop a plan to move our department into the digital age. It was obvious that we needed to change and become more technologically advanced."

Fiore began her investigation by reviewing information available via trade publications and the web, as well as speaking with colleagues in other universities. She quickly determined that the Presstek 34DI digital offset press was the first step in modernizing her department.

"For years, we had relied on two-color presses for most of the print we produced," she says. "We had been predominantly printing spot color, but with changing trends in the industry and within our customer community, we found we increasingly needed to offer high quality four-color printing in house."

Fiore points out that much of the four-color work was being outsourced, this resulted in less control of the job's schedule and final outcome. It was also more expensive than producing the job in-house."

"The DI's ability to image chemistry-free plates on press and its automated ink cleaning functions have resulted in significant reduction in our VOC output."

Sustainability Critical

Additionally, Fiore was attracted by the environmental soundness of the DI press. "We needed an environmentally friendly printing solution in line with the University's focus on sustainability," she adds. "The DI's ability to image chemistry-free plates on press and its automated ink cleaning functions have resulted in significant reduction in our VOC output."

Case Study:

Cal Poly Pomona – Leverages DI to Address Business Goals

Continued

Full Administrative Support

Fiore was granted the ability to move forward with her innovative and progressive plan for revitalizing the Department, with full support of her administration. Once the press was installed, Fiore invited employees of the Financial and Administrative Services area, the group her organization reports to, for an open house to view the capabilities of Presstek 34DI.

“We wanted to show the press in action, especially to our Associate Vice President for Finance and Administrative Services and the Director of Procurement and Support Services who supported us in acquiring the press and implement our progressive plan,” she says.

“Our success with the DI press and the terrific support provided by Presstek led us to turn again to Presstek to update our platemaking capability,”

Chemistry-Free Computer-to-Plate

Cal Poly Pomona benefited from its new ability to deliver high-quality, four-color printing while reducing its carbon footprint—and keeping a significantly increased volume of printing in-house for better customer service, improved quality and reduced costs. But there was still a requirement for two-color printing that could be accomplished on their remaining reliable two-color press.

“Our success with the DI press and the terrific support provided by Presstek led us to turn again to Presstek to update our platemaking capability,” Fiore remarks. “We pride ourselves on being a one-stop shop for the campus and quality is our number one concern. We needed a platemaking solution that could meet those objectives as well, and the Presstek Vector FL52 chemistry-free metal CTP solution fit the bill perfectly.

Modern Print Shop, Environmentally Sound Configuration

Fiore’s department and the campus at large are now benefiting from Presstek’s environmentally sound printing solutions. “With our two-color press served by the Vector, the 34DI digital offset press, and a digital toner-based press, we now have all the bases covered,” Fiore is proud to say. “The DI press uses waterless, vegetable-based offset inks and not only saves energy and water, but offers a quick drying time for the fast turnarounds we are often required to meet. And the Vector fits in well, with its small footprint, both physically and environmentally. Our shop is now more productive, has a significantly reduced carbon footprint, and is a safer workplace for our employees.”

Fiore points out that the Vector FL52 has streamlined the platemaking process for the two-color press, with no waste, no toxic chemicals and limited water consumption. “Previously we were outsourcing film, which added two to three days to the completion of a project. It was expensive and inconvenient. Now with the Vector in place, platemaking times have been shortened and costs have been reduced. The ability to

perform without chemistry was a huge selling point for the Vector system, and it has lived up to its promise.”

The campus and its administration have been pleased with the improved quality, productivity and cost

performance the Department has delivered under Fiore’s management. “We have also implemented electronic document submission,” she adds, “which is more convenient for our users, more productive for us, and it cuts down on the need for work to physically be delivered to the shop.”

Working with Presstek

“For our department,” concludes Fiore, “there was a learning curve for both the DI and Vector, since both processes were new to us. Presstek has been extremely supportive throughout the learning process. Now I wonder how we ever survived without them!” ■



(Left to Right)
Manager, Daiken Fiore,
Richard Flores, Al Partida,
Brad Willes

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

www.presstek.com

or call 1-800-524-0003 x3599.

