

CASE STUDY:

Impressions Alliance 9000 - Improves Customer Loyalty

Company

Impressions Alliance 9000, Quebec, Canada

Profile

Impressions Alliance 9000 is a non-profit company whose mission is to provide jobs for people living with a disability. It was founded in the early 1980s as a refurbisher of auto parts before undertaking a strategic shift into the printing industry a decade later. In 1997, Impressions Alliance 9000 acquired two local printing companies and became a fully integrated printing business.

Challenge

To improve customer loyalty and gain market share while meeting their customer requirements for decreasing run lengths. It is also important to Alliance 9000 that they remain true to their mission.

Solution

- Presstek 52DI-AC Digital Offset Press

Results

- Expanded short run printing capability
- Creation of new business opportunities
- Greater substrate choices for wider portfolio of products
- Chemistry-free metal platemaking for increased efficiency and cost savings
- Low cost of ownership

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Impressions Alliance 9000: Short Run Responsiveness Improves Customer Loyalty



People not profits are at the heart of Impressions Alliance 9000’s business philosophy. The Canadian printing company is a non-profit operation whose mission is to provide jobs for people living with a disability.

But it is because of the importance of the role the Quebec firm plays in so many employees’ lives that the provision of top-quality, competitively priced work is essential. That is why it chose a Presstek 52DI-AC digital offset press to help it become more market responsive, particularly with short run work.

Prior to the investment two Komori 28” x 20” two-color offset presses met Impressions Alliance 9000’s print production needs but as the market changed it was time to review its pressroom approach. “We began to see a strong shift in market demand toward shorter runs,” explains Stéphane Jean, Impressions Alliance 9000’s general manager, “and we knew that our existing equipment wasn’t up to the challenge.”

In early 2008 research began into a possible investment in digital printing. Stéphane Jean commented: “We believed this was the best way to meet emerging market needs as well as to open new business opportunities.”

The requirements were clear from the outset he said: “We specifically needed a digital press that could produce 1,000 to 5,000 copies of a direct mail piece at a competitive price without compromising quality. We also needed to print on a large variety of media, from ultra-thin paper to thick cover stock.”

After an extensive investigation into available solutions, Impressions Alliance 9000 narrowed its choice to two presses in the 52 cm class: Presstek’s 52DI-AC and a competing waterless offset press.

Continued on reverse

Case Study:
Impressions Alliance 9000 – Improves Customer Loyalty
Continued



(L to R) Normand Henley, Stéphane Jean,
(General Manager), Eric Tremblay

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“A major consideration in our selection of the Presstek 52DI-AC was its chemistry-free on-press platemaking,” explains Stéphane Jean. “This was a major advantage for Presstek, since our prepress department was not equipped to produce waterless offset plates and we did not want to invest in an additional platemaker. Of course, the Presstek’s 52DI’s superior print quality and lower cost of ownership were critical decision factors as well.”

Impressions Alliance 9000’s Presstek 52DI-AC digital offset press with in-line aqueous coating was installed in March 2010. Within two weeks, the unit was fully operational and user training was complete, soon after it was in full production.

“We were particularly satisfied with Presstek’s support in the early stages,” Stéphane Jean said. “We were impressed with the level of skill and expertise of the Presstek technical staff. Thanks to their commitment and support, combined with the very short learning curve required to operate the press, we were in production earlier than expected.”

Impressions Alliance 9000 is now in a position to offer high quality print work in short to medium runs with very short notice and at a competitive price, something its customers have been quick to take advantage of. “Adding the Presstek 52DI-AC to our production platform better aligns us with today’s market requirements and ensures that we are well-positioned to continue fulfilling our mission,” Stéphane Jean adds.

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Today, Impressions Alliance 9000 produces calendars, diaries and marketing collateral for a range of customers including large financial institutions in Quebec. The company has annual revenues of CAD 4.5 million with 203 employees, 70% of whom are living with a disability. ■

**For more information
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