

CASE STUDY: Newton Press – Making Four-Colour Printing Easy with DI®

Company

Newton Press, Sutterton, Lincolnshire

Profile

Commercial printer with nine employees

Challenge

Either close the business or take it forward and expand the business

Solution

Upgrade from an ABDick3995 two-colour press and DPM polyester platesetter to a Presstek 34DI-E automated digital offset press

Results

- Brought in-house the 40 percent of production that previously was outsourced
- Increased business competitiveness
- Increase responsiveness to customers' needs
- Improved financial position

A Presstek 34DI-E Digital Offset Press Takes Business to a New Level

“The Presstek DI press really makes four-colour printing very easy,” says Nick Ward, Managing Director of Newton Press in Sutterton, Lincolnshire. His company recently upgraded to a Presstek 34DI-E digital offset press from an ABDick-3995 two-colour offset press and a DPM polyester platesetter.

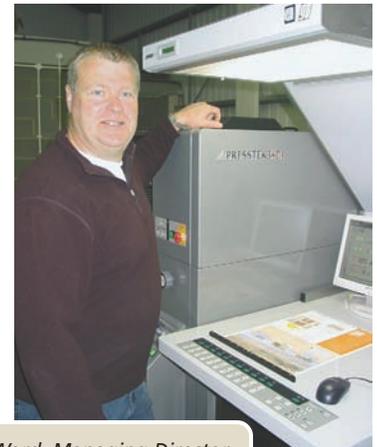
Ward first saw a Presstek DI press at the IPEX Exhibition in 2006. The investment in a DI press is the latest innovation for Newton Press, which has seen major changes since Nick Ward took over the business in February of 2002 after the sudden death of his uncle, Keith Abbiss, who set up the company 12 years ago. As a minority shareholder but not working in the business, Ward had to make a big decision—whether to join the company full time and take it forward or close it down with the loss of jobs for the company's five employees. Today, Newton employs a staff of nine in new premises, which were built last year to their own specification.

“When I took over the company, we had an ABDick branded 9810 two-colour press, which we have kept to print carbonless work. I bought the 3995 press and a DPM 34 polyester platemaker two years ago, which has served us well. However, as the requirement for four colour process work grew, we ended up factoring 40 percent of our production,” Ward explains.

Presstek DI Is the Solution

The solution came with the purchase of the Presstek 34DI-E Direct Imaging press, which Newton Press specified with an IR dryer and PDSE densitometer. Presstek also supplied the Compose workflow and an Epson 4800 proofing system.

Presstek DI presses are highly automated, sheetfed, four-colour digital offset printing presses. Presstek DI combines the efficiency of an all-digital workflow with the versatility and quality of offset printing. Files are sent directly from prepress to the press, where the entire on-press imaging process is



Nick Ward, Managing Director, Newton Press, at the console of the Presstek 34DI-E.

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Continued

automatic—all four plates are automatically advanced into position and simultaneously imaged in precise registration. On-press imaging eliminates all the materials, labor and potential errors involved in off-press platemaking. With many other automation features, complete makeready is finished in ten minutes.

“It’s brilliant technology, environmentally friendly with chemistry-free plates and superb quality waterless printing. It’s also easy to use, which was important for us because one of our operators came from outside the printing industry. He was up and running very quickly following Presstek’s on-site training, which was very encouraging,” says Ward. “I looked at the return on investment before placing the order. We could pay for the press within five years simply by bringing in-house the 40 percent of our production that we were outsourcing. This was without taking account of all the new business that it could help us win,” he adds. “It’s enabling us to be more competitive, more responsive to our customers and to manage our cash flow better now that we can do everything in-house.”

In the past it could take up to seven days to turn a four-colour job round and deliver it, but now Newton Press can do it within three working days. “Presstek has given us the facility to take this business to the next level,” Ward says about their new DI-enabled capabilities. We are running the DI press from 7.30 am to 5 pm on weekdays, as well as on Saturday mornings, but we plan to extend the working day as we take on more four-colour printing.” ■

“It’s brilliant technology, environmentally friendly with chemistry-free plates and superb quality waterless printing.”

**Presstek 34DI
Direct Imaging press**

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