

## CASE STUDY:

# Paw Print & Mail – Realizing All the Benefits of Presstek DI®

### Company

Paw Print & Mail, South Burlington, Vermont

### Profile

Paw Print & Mail was founded in 1990. The company now employs 10, has annual revenues of \$1.3 million, and is a member of Certified Printers International®

### Challenge

The company was seeking a way to grow business by capitalizing on the growing demand for four-color offset printing and to bring outsourced printing in house.

### Solution

A Presstek 34DI digital offset press

### Results

- Grew revenues by 15 percent in the first three months after installing the Presstek 34DI
- Brought in house \$5,000 per month in previously outsourced work, nearly doubling margins
- Increased production volume without increasing headcount
- Ease of operation has made it easy to have a back-up press operator available
- Printing in an environmentally-friendly manner

## A Presstek 34DI Stimulates Business Growth for Certified Printer

**A**fter 12 years in the restaurant business, Tom Brassard was ready for a career change. Although he didn't specifically have printing in mind, his father, who had been an ABDick salesman for 38 years, offered to train him to operate an old ABDick 360 and electrostatic platemaker he had taken on trade.

"I started my printing business in the basement, acquiring one customer at a time," says Brassard. Over the years, Brassard moved into a commercial facility and added presses, including two ABDick T-head presses and a Heidelberg Speedmaster 52 two-color perfecter. "We supplement our offset production with black-and-white and color copiers," he adds.

Although Brassard was producing some four-color work on the two-color Speedmaster, he was outsourcing more, and the quantity was growing. "We were outsourcing about \$5,000 worth of printing a month," says Brassard. "I could see that number climbing and believed that I could earn higher margins and manage deadlines better if I printed it in house."

Brassard had been considering a Presstek DI® digital offset press for some time. "I was always impressed with the DI," he comments, "and the exceptional quality of the newer generation presses is amazing. My biggest concern was making sure I had the volume to justify it." By the summer of 2007, the time had arrived, and Brassard purchased a Presstek 34DI.

**"Acquiring a Presstek DI press has made all the difference in my business."**

*Production Manager Brent Huff (right) and owner Tom Brassard at the console of Paw Print & Mail's Presstek 34DI digital offset press.*



## A Certified Success

Paw Print has been part of Tom Crouser's CPrint® Network, Certified Printers International, for nine years, and Brassard acts as a mentor in the program, as well. As he was exploring options for bringing four-color printing in house, some of his CPrint

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## Case Study: Paw Print & Mail—Realizing All the Benefits of Presstek DI *Continued*

colleagues were encouraging him to go with conventional offset. “I believe they were basing their recommendations on the older Heidelberg Quickmaster DI, which did not produce the quality of today’s Presstek DI presses,” Brassard remarks. “The new generation of DIs are an offset press—they run ink on paper like a press, they feed paper like a press—yet they are not as complex to run as a conventional press. I wanted something that would be easy for my staff to learn and master.”

Brassard was also attracted by the chemistry-free operation of the 34DI press. “Not only does it operate without chemistry, but it wastes less paper with its fast makeready, and its waterless printing technology conserves water, as well,” he says. The acquisition of the DI press is just one of the many steps Brassard has taken to become a green printer. He reports that the environmentally-friendly DI is responsible for his securing work from a significant account that moved its business to Paw Print from a much larger commercial printer to take advantage of the environmental advantages of the DI press.

### Getting the Word Out

With the addition of the Presstek 34DI, Brassard took the opportunity to produce a new company brochure, the first he had done in a number of years. “I mailed the brochure with a letter to introduce our new press,” he says. “With the printed brochure, they could clearly see the quality, and I also made it a point to emphasize the environmental aspects. Especially for customers here in Vermont, the environment is important, and they tell me that my DI acquisition has made a difference in the amount of printing they plan to send my way.”

Another point Brassard emphasizes is the fast-drying ink and the reduced need to varnish pieces, another environmental benefit. “I find I am hardly varnishing anything anymore,” he says. “The ink dries so well and literally resists scuffing. My brochure is a great example. It’s designed and printed with heavy ink coverage with a combination of dark and light colors; and it looks marvelous.”

### Streamlining Operations

“The DI press has enabled me to greatly improve my turnaround time,” says Brassard, “important in an era when everyone is in a hurry. We always provided quick turns, but now we can provide the same quick turns while producing a lot more work.”



Ease of operation was another key acquisition driver for Brassard. He reports that his production manager, an experienced ABDick press operator, can now serve as a back-up operator, when the volume of work is heavy or when the regular DI operator has a day off. “He steps in and we don’t miss a beat,” Brassard points out. “This provides extra production capacity we wouldn’t otherwise have.”

### The Proof Is In

“Although we do most of our proofs on our inkjet printer or color copier,” says Brassard, “occasionally we have a critical job or a client who really needs to see exactly what the sheets coming off the press will look like. With the DI press, we can

**“In the first three months, our revenues increased by 15 percent without the need to add staff. I attribute that almost entirely to the DI press.”**

run a press proof on the actual stock without much effort or time, simply charging a fee that covers the cost of the extra set of plates and the press time. There is no doubt in anyone’s mind how the job will turn out. This is something we certainly could not have done with a two-color press, or done cost-effectively with a conventional four-color press.”

Brassard also boasts about the wide range of stocks the 34DI can print—another feature of the new generation of Presstek DI presses. “The limitations of the older DI presses seem to be gone with the 34DI,” he asserts. “It has a higher line screen at 300 lpi, and with the in-line option, the color guess-work is taken out of the process. As for paper, coated or uncoated, smooth, laid or linen, we haven’t found a stock we can’t print on.”

Service and support was also an important consideration for Brassard. “I spoke with a number of Presstek customers in the CPrint network,” he says, “and their experiences helped shape my decision. Throughout the entire process, Presstek has always gotten me the information I need, is never pushy, and the people are knowledgeable and skilled.”

Brassard concludes, “In the first three months, our revenues increased by 15 percent without the need to add staff. I attribute that almost entirely to the DI press. Acquiring a Presstek DI press has made all the difference in my business. I’m on my way to my next level of business growth. We’ve come a long way from paper plates in the basement!” ■



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