

CASE STUDY:

Rich Print—A Future with Presstek Digital Offset Printing

Company

Rich Print, Worcester, UK

Profile

A trade commercial printer that specialized in spot color work

Challenge

Rich Print was looking for a way to retain and add customers by capitalizing on the growing market for short-to-medium run four-color printing.

Solution

A Presstek 34DI® digital offset press

Results

- Opened up a new and profitable market in four-color printing
- Efficiently handles short-to-medium run jobs but is also printing runs up to 40,000
- High quality printing at 300 lpi
- Clean and easy operation
- Faster turnaround than conventional lithography
- Printing both four-color process and spot color work
- Printing on a range of substrates including poly art substrates
- Light-fast inks and waterless printing are ideal for outside use
- Significantly grown the business

Presstek 34DI® Brings a Bright, Four-Color Future to Rich Print

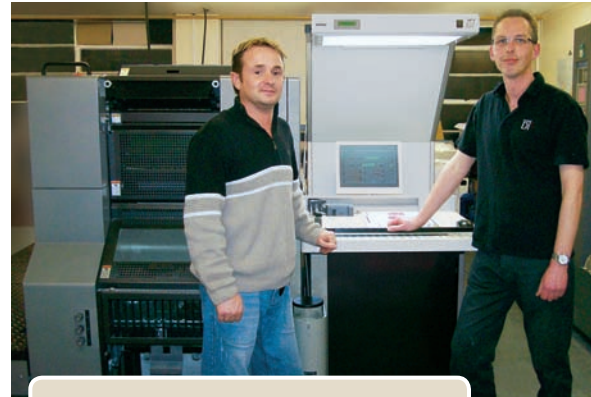
Within six months, Rich Print, a firm of trade commercial printers in Worcester, UK, has seen their business turn around dramatically following its investment in a Presstek 34DI digital offset press.

“At the beginning of the year, about 90 percent of our work was spot color, which we printed on a single-color GTO or a MO litho press. Today, more than 75 percent of our production is in four-color.

Before we bought the Presstek 34DI, we did a small amount of four-color printing, but it was time consuming on a two-color press. The problem was that we could not always guarantee the quality. We had to decline difficult jobs—such as those with heavy solids, four-color blacks, or type reversed out of four-color areas—because we didn’t have suitable equipment. Consequently, trade printers only came to us with spot color work,” Jonathan Bradley explains. Bradley owns the business with his partner, Andy Pearson.

“We wondered how much work we were losing. When we discovered how much our customers were spending on four-color printing, we realized that it was worth investing in new machinery, even if we were given only a percentage of the work,” Pearson recalls.

“It was the best business decision we ever made because we are already running the DI press on a double day shift.”



Jonathan Bradley and Andy Pearson with Rich Print’s Presstek 34DI. “We realized that the automation, quality and speed of turnaround that it offered would be ideal for a company our size,” says Pearson.

Presstek DI Provides the Competitive Edge

The company looked briefly at the possibility of buying a four-color press and upgrading to a computer-to-plate system. “I didn’t think it was going to take us forward. It would be a big investment involving a lot of processes and at the end of the day,

Continued on reverse

Case Study:

Rich Print—A Future with Presstek Digital Offset Printing

Continued

we would be competing on price with other four-color printers in the area,” Pearson emphasizes. “When we went to Presstek and saw a DI® digital offset press being demonstrated, we realized that the automation, quality and speed of turnaround that it offered would be ideal for a company of our size. Everything is done in one pass.”

Although Bradley and Pearson were smitten with the DI press, they initially planned to wait another year before the purchase. “Our customers told us that they would give us some of their four-color work but it was a big investment for us,” says Pearson. It took a lot of heart searching before we decided to go ahead straight away. On reflection, it was the best business decision we have ever made because we are already running the DI press on a double day shift. If we had waited, our traditional business would have shrunk dramatically because the bottom has recently fallen out of the spot color market.”

Improved Quality Brings New Business

“We can’t believe how much four-color work is coming into the business without any marketing effort at all. We are picking up new clients every month,” the partners report. “We have the advantage that we are the only printers with a DI press in Worcester. It gives us the edge when customers see the quality of work we can produce and the speed of turnaround. We are printing everything at 300 lpi. Those jobs that were once a nightmare for us can now be printed on the DI with no difficulty at all. Customers with repeat work, which was previously printed on conventional litho, have commented on the improved quality.”

First-class Installation and Support

The installation was quick and straightforward. “We can’t praise Presstek enough. Although we knew of them, we hadn’t done any business with them before. Their after-sales service is superb,” Pearson comments.

Fast Turnaround and Convenience

Although typical run lengths for four-color process jobs are between 500 and 1000 copies, Rich Print is printing work from 50 to 40,000 copies on the press. “The press is at its most profitable if we can produce about fifteen short-run jobs a

day. However, we also run it for other work because it is much cleaner and easier to use than the MO, which we have put up for sale,” Pearson reports. “We can print a job on the DI during the same amount of time it takes to conventionally make the plates for the MO. That makes all the difference because customers know that they can come to us with last minute jobs and we can turn them around in short time while others cannot. It’s not unusual to get a job in the afternoon and have to print and finish it for collection early the next morning.”

Rich Print is now printing its spot color work on the DI press. “It was something we hadn’t realized was possible until a few weeks ago. We can print business stationery in 20 minutes,

which would have taken us all morning on conventional litho. The additional price of the DI consumables is quickly outweighed by the speed, convenience and quality. Our plan is to demonstrate to customers the benefits of moving to four-color stationery for a small increase in price,” says Bradley.

Flexibility to Open New Markets

“The DI press also gives us the flexibility to move into other markets,” Bradley continues. “For example, we have quoted to do a job on synthetic paper for a garden center. In this case, they want to put weatherproof sales information on their gazebos. Light-fast inks combined with waterless printing on the DI will make the output ideal for exterior use.” Rich Print has also completed a job on recycled paper for the famous Morgan Car Company, whose headquarters is nearby. “Although it wasn’t a priority when we were evaluating the DI press,”

Bradley explains, “its environmental credentials and waterless printing have helped to win us work and will no doubt continue to do so as more companies demand ‘green’ solutions.”

A Profitable Future with DI Presses

Rich Print sees their future in short-to-medium run four-color printing. Bradley concludes, “We are already planning to dispense with the conventional platemaking and the small offset press. We are confident that our future is in digital offset—and that will mean a second DI press.” ■

“It gives us the edge when customers see the quality of work we can produce and the speed of turnaround. We are printing everything at 300 lpi.”

“We can’t believe how much four-color work is coming into the business without any marketing effort. We are picking up new clients every month.”

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

www.presstek.com

or call 1-800-524-0003 x3599.

