

CASE STUDY:

Shpakovskaya Printing—Business and Technology Leadership

Company

Shpakovskaya Printing, Stavropol, Russia

Profile

A commercial printer specializing in newspaper production, Shpakovskaya Printing publishes 23 district newspapers on a monthly basis. Now, the company is also a leader in fast turnaround, short-run, color printing.

Challenge

Shpakovskaya realized that in order to grow their profit margins they needed to provide differentiated services with short-run, high quality, fast turnaround printing.

Solution

A Presstek 52DI® digital offset press

Results

- Digital capabilities attract new customers, drive repeat business
- New press offers the lowest average cost per page for 250-10,000 impressions
- Rapid and profitable delivery on short-run jobs
- User-friendly operation, even for young, novice operators
- Leadership role as a progressive, next-generation printer

Gaining a Competitive Edge with a Presstek 52DI® Digital Offset Press

Shpakovskaya Printing has gained a significant competitive edge in its technical capabilities, thanks to a cooperative effort by the Comline Group, Presstek's distributor in the Stavropol region, and the Russian Ministry of Mass Media, Information Technologies and Communications. The company received an infusion of leading edge technology to expand its service offerings, most notably the acquisition of a Presstek 52DI digital offset printing press. The Presstek 52DI was installed in September 2007 and is delivering profitable, high quality short-run work for an ever-growing base of customers.

"The acquisition should enable the company to become the most progressive printer in the region."

A Solid Investment

The Comline Group, a marketer and distributor of Presstek equipment in Russia and the Commonwealth of Independent States (CIS), did the consultation and installation for the project. The distributor has handled other installations of Presstek DI® presses, but Shpakovskaya Printing's acquisition was the first Presstek 52DI they installed. Mr. Alexei Ivanenko, president of Comline Group, comments on the decision process: "When we were determining the right purchasing decision for Shpakovskaya Printing, we considered several factors. First, the acquisition should enable the company to become the most progressive printer in the region. Secondly, it was important that the investment retain its value, both technically and economically, over time—not less than 10 years."

The new press also needed to address Shpakovskaya Printing's objectives to easily and cost-effectively meet customer demands for short run jobs. Mr. Minakov Valery, general director of Shpakovskaya Printing, explains: "Previously, our company only specialized in newspaper production, publishing 23 district newspapers per month. The current market dynamics for printing services is quite complex and it is challenging for a print house to find and develop new exclusive applications, while raising the profit margin."



“Thanks to the Presstek 52DI®, we are well positioned to deliver high quality print offerings and achieve a competitive edge with short-run work.”

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

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Case Study:

Shpakovskaya Printing—Business and Technology Leadership *Continued*

When Valery discussed his purchasing criteria with the Comline Group, he realized that the key to growing his business was a solid new technical foundation. Valery had observed other printers struggling to compete, and often failing, because they did not have the right technology in place. “On the one hand, it is difficult to persuade clients to opt for longer print runs and volumes because of the competition with large printing houses,” says Minakov Valery. “Yet many print houses

struggle to make short runs profitable and are lowering their margins to ‘half-a-cent’—thus losing their profit margin.

They try to bring in as many orders and clients as possible, but can’t deliver the orders in time or with a high level of quality because they lack the technical resources to do so. As a result, both customers and printers lose.”

Effortless Efficiency

The Presstek 52DI proved to be the ideal choice. The latest generation DI press, the Presstek 52DI, combines automation and digital efficiency with the flexibility and quality of offset printing—all in one compact footprint. “Our Presstek 52DI provides exceptional quality and meets even the most demanding job requirements with ease,” states Valery. “Without any extra effort we can print jobs that our clients needed ‘the day before yesterday’. Thanks to the Presstek 52DI, we are well positioned to deliver high quality print offerings and achieve a competitive edge with short-run work.”

Leading a New Generation in Printing

Shpakovskaya Printing’s digital success story can also be attributed to the analytical input received from the Ministry of Mass Media, Information Technologies and Communications. “Their progressive ideas and high level of professionalism also helped to bring this project to life,” notes Valery.

Shpakovskaya Printing will continue to collaborate with the Ministry and become a training site so that young trainees can learn to use the latest printing technologies. “We are living in the digital century and young people are eager to use new technology like Presstek DI presses. In cooperation with the Ministry, we plan to create training classes and establish our company as an industrial practice base,” Valery explains. “The Presstek 52DI is very simple to manage, but it requires corresponding knowledge of print processes. We are enthusiastic to provide the younger generation with hands-on experience working with next-generation technologies.”

Alexei Ivanenko concludes, “We are pleased that all of our customers’ expectations have been fulfilled. Shpakovskaya Printing has truly become the leader of a new generation in printing.” ■

