

CASE STUDY: BCT Arizona – One Good Thing Leads to Another

Company

Business Cards Tomorrow (BCT Arizona)

Profile

Business Cards Tomorrow (BCT) franchise operating in Arizona, Colorado and New Mexico as wholesale printers

Challenge

Increase throughput, reduce turnaround times and meet the growing demand for high-quality, short-run, four-color printing

Solution

DirectPress 5634 DI

Results

- Reduced makeready time by 50 percent
- Doubled volume of output
- Double-digit sales growth
- Success of the first DI installation in Phoenix led to the purchase of a second DI press for BCT's Colorado shop

Delivering Higher Quality and Service to the Trade with Presstek DI®

Since 1981, Business Cards Tomorrow (BCT) has provided wholesale printing services to the Phoenix metropolitan area. “We sell printing to printers,” remarks co-owner Gary Matchinsky, “so our customers have an eye for quality.”

Facing a growing demand for fast turnaround and short-run color printing, with a critical need to deliver consistently high quality printing, BCT installed a DirectPress 5634 DI in its Arizona facility. The DI press met the challenge so well that, in an unprecedented

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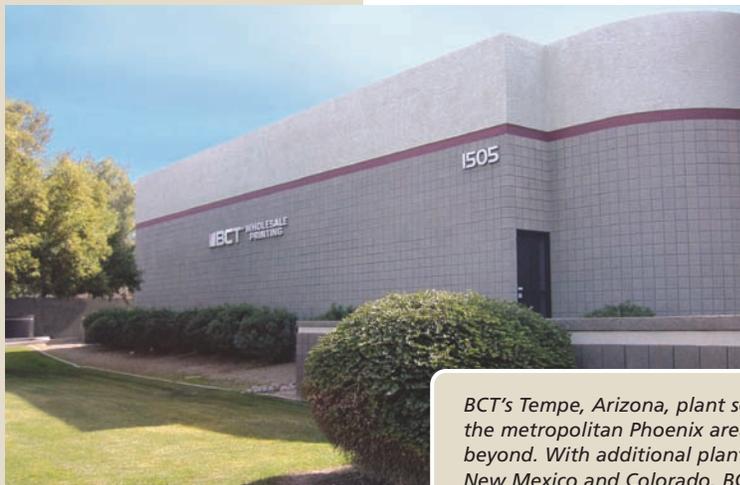
move for the company, BCT placed an order for a second DI press just three months later for its Colorado operation. “The DI beat every expectation from the beginning,” reports BCT’s co-owner and Chief Financial Officer Mark Ell.

Always looking for ways to improve service and meet new demands as they arise, BCT quickly saw the value of Presstek DI and how it could help grow their business while improving service to customers. “There is no question that short-run four-color printing is a growth market,” says Ell. Co-owner

and partner Gary Matchinsky adds, “Customers were asking us to improve our capabilities in quality four-color printing.”

BCT Arizona began a tradition of service and innovation in the industry under the leadership of founders Jim and Rose Matchinsky. Now under the ownership and direction of brothers Gary,

Karl and Mike Matchinsky, and partner Mark Ell, the family-owned business has expanded its BCT franchise with plants in Colorado and



BCT's Tempe, Arizona, plant serves the metropolitan Phoenix area and beyond. With additional plants in New Mexico and Colorado, BCT meets the needs of trade customers from southern California to Wyoming.

New Mexico. The company prints a wide range of products for the trade, including business cards, stationery, brochures, notepads, labels, and more.

According to Ell, “We had been producing four-color work for about four years on a conventional offset press. As both run

Continued on reverse

Case Study: BCT Arizona—One Good Thing Leads to Another *Continued*

lengths and turnaround times decreased, we were finding it increasingly difficult to produce this work profitably.” Ell points out that with a significant number of retail quick printers in its customer base, turnaround time was an important factor to be addressed. “We needed to modify our production process to reduce makeready times and increase throughput, while delivering the high level of quality our customers demand.”

With those requirements in mind, BCT began to look at options and learned about DI presses, highly efficient offset presses that unite imaging, plates and press technology in an automated system. All four printing plates are advanced into position and imaged simultaneously on-press in precise register. With Presstek ProFire Excel imaging technology enabling stochastic (FM) and up to 300 line screen printing, DI presses deliver offset quality levels among the highest in the industry. After seeing demonstrations and talking with other owners, BCT decided to purchase its first DirectPress 5634 DI.

“We believed the DI press would be a better fit than conventional offset,” says Ell. “In addition to improving turnaround time, we saw an opportunity for significant savings in labor and materials due to fast makeready, and the quality we saw from the press was outstanding.”

Immediate Rewards

“With our conventional offset press, we were constantly fighting to maintain consistent quality throughout the run,” says Ell. “That took a lot of time and effort, as well as wasting a lot of materials. As soon as we had the DI press up and running, we found that we were producing sellable sheets after as little as eight to ten makeready sheets, and the quality from the first sellable sheet to the end of the run was amazing—just what people were looking for.”

To introduce the Phoenix market to their new DI-enabled capabilities, BCT held an open house soon after the DI was installed. Presstek helped BCT produce an ad, placed in *Southwest Graphics* magazine, to announce BCT’s fast turnaround and short-run color capabilities and invite the public to the event. A collateral mailer was printed on the DI and mailed to BCT’s customer base. Presstek personnel were on hand for the event to give support and discuss with visitors the numerous merits of DI printing.

For BCT, DI ownership has brought very tangible business advantages, including higher daily throughput and more

economical operation. BCT produces a large number of brochures, and Ell recognizes that DI is a very economical choice for runs as low as 500, reporting that the company is producing a significant number of jobs in the 500 to 2,500 sheet range. “We have cut our makeready time in half over the previous process,” Ell states. Matchinsky recalls that using conventional presses, BCT was able to complete 10 to 12 four-color jobs in a 14-hour day. “With DI, we have doubled our volume and complete 20 to 25 jobs in a day—and that is in a 10-hour shift,” Matchinsky gladly reports.

Based on the flawless installation and exceptional initial performance of their DI press in Arizona, three months later BCT ordered a second 5634 DI for its Colorado facility. According to Ell, “In the first six weeks, we printed over a million impressions on our first 5634 DI with absolutely no mechanical issues.

We were so pleased that we bought another one for Colorado. We had never done that before with a major purchase.”

Meeting Customers’ Needs

Ell points out that for BCT’s customer base, quality is number one on their minds, followed by how fast a print job can be delivered, and third, how much it will cost. He says, “As long as the price is fair, our customers are willing to pay for quality and turnaround time. The DI press is allowing us to meet all three criteria—very high quality printing, with rapid turnaround, at a fair price.” Matchinsky adds, “We now enjoy double-digit sales growth and the profitability numbers on the DI are very strong.” ■



BCT's open house showcased their DI press and its fast turnaround, short-run color capabilities.

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5634 DI**

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