

## CASE STUDY:

# City Colors—Serving the Trade with Short-run Color Printing

### Company

City Colors, Miami, FL

### Profile

City Colors is a digital offset printing operation specializing in business cards, post cards, and other short-run color products. The family-run business, established in 1998, now has 20 employees after growing 25 percent per year since 2009. The company is a trade-only (wholesale) printer.

### Challenge

City Colors wanted to add same-day service. They also wanted to reduce their already low prices. To achieve these goals, City Colors needed to increase the capacity of both their printing and finishing operations.

### Solution

City Colors added a third Presstek 52DI to maintain consistent production capability across all of its digital offset presses. It also added automation and capacity to their finishing lines.

### Results

- Can produce more than 100,000 full-color double-sided business cards, from file to box, in 45 minutes
- Produces 75,000 4" x 6" two-sided post cards, from file to box in 1 hour 15 minutes
- Same-day service available for orders received by noon
- High customer satisfaction with the affordable, fast turnaround, extremely high quality printing



## A Third Presstek 52DI Press Enables Higher Service at Attractive Prices, and Sets the Stage for Continuing Growth

**T**he Infante family originally started its printing business in the Miami, FL, area in 1988 under the name Metropolitan Press. In 1998, Roberto Infante decided to convert the business to a full-color printing operation serving only the trade and renamed it City Colors. In December of 2006, City Colors replaced two aging QMDI presses with a brand-new Presstek 52DI digital offset press, and quickly added another 52DI press in February of 2007.

**“Adding the third Presstek 52DI made a lot of business and operational sense.”**

After weathering the recent recession and looking for ways to boost growth, City Colors acquired a third Presstek 52DI press to provide the additional capacity it needed to launch affordable same-day service. The company has also installed additional finishing lines, which include two-sided UV coating, cutting and slitting, and deliver cards ready to box.

### Fast Turnaround is a Key Differentiator

With two Presstek 52DI presses, City Colors had been able to offer 24-hour and 3-day turnaround for business cards and post cards—about 90 percent of the company’s business—to its trade customers at affordable prices. According to Miguel Infante, Roberto’s son, “To take our services to the next level by adding same-day service and reducing our already competitive prices, we had to increase both our printing and finishing capabilities. Adding the third Presstek 52DI made a lot of business and operational sense, allowing us to work with a single press model, with all three presses delivering consistent high quality and using the same sheet size.”

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By operating on a digital offset platform of three Presstek 52DI presses, City Colors is able to maximize efficiency and quickly deliver high quality business cards, post cards and other color printing in short runs. Its wholesale prices to trade customers, even for same-day service, are highly competitive.

**“There is no way we could produce these volumes or offer the service we do without the extreme automation of our three Presstek 52DI presses.”**

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### Larger Sheet Size, Bigger Benefits

In moving up from its older QMDI presses to Presstek 52DI models, City Colors moved production of business cards from a 24-up to a 34-up sheet, for a 42 percent increase in cards per sheet. “This allows us to gang more jobs on a single sheet,” Infante explains. “And for post cards, we now run the most popular size, 4" × 6", 10-up instead of the 8-up imposition we had with the smaller presses. This dramatically increased our throughput on our most popular products.”

What that translates to in terms of actual output is quite stunning. Infante explains, “We can now produce 34,000 two-sided business cards, printed and cut, from scratch to box, in 45 minutes. And that is per press, so our actual capacity is more than 100,000 business cards in that same time with all three Presstek 52DI digital offset presses.”

For 4" × 6" post cards, commonly produced on 14 point stock, Infante reports that a gang run of 25,000 post cards takes about 1 hour 15 minutes. Using all three Presstek 52DI presses, the company has the capacity to produce 75,000 post cards within that same time frame, all from file to box.

“There is no way we could produce these volumes or offer the service we do without the extreme automation of our three Presstek 52DI presses. The added capacity provided by the third press allows us to reliably offer same-day service,” Infante affirms. “Some competitors offer same-day service with a promise of a refund if they don’t make the deadline. We want our clients to know they can rely on us to deliver as promised. A refund doesn’t satisfy a disappointed customer when their order hasn’t arrive on time.”

### Web-to-Print Efficiency, Customer Satisfaction

Through City Colors’ web site, trade customers can place orders for business cards, post cards and other items. By offering a limited choice of paper stocks and finished sizes, City Colors optimizes the production process and keep prices low. The web site provides templates and very specific, easy-to-understand file formatting and submission instructions, resulting in fast and efficient prepress and few file errors. Orders are received from customers most often located in Florida and New York, but increasingly orders are arriving from the entire U.S. East Coast.

City Colors’ customers are delighted with the continual improvement of services offered, as well as the quality of the products they receive. “We believe the new services enabled by our three Presstek 52DI presses and our expanded finishing lines will be the key to our business growth in 2013 and beyond,” Infante concludes. “And, we have enough capacity to increase production by another 25 to 30 percent without additional employees, which will further improve our margins as our business continues to grow.” ■

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