

CASE STUDY: Landmark Impressions – On Time, All the Time

Company

Landmark Impressions, Woburn, Massachusetts

Profile

Landmark Impressions started doing business in 1981, three years before the Apple Macintosh revolutionized graphic design. With 11 employees and \$1.6 million in revenues, Landmark Impressions now offers full color commercial printing, copying, mailing and design services.

Challenge

With a growing demand for short-run four-color work, which the company had previously been outsourcing, Landmark Impressions saw an opportunity to bring the work in-house, but was looking for a solution that would offer an easy transition from its two-color offset and digital toner-based solutions.

Solution

A 34cm Presstek DI press

Results

- Eliminated the need to outsource high-quality four-color printing
- Reduced cost of goods and improved turnaround for four-color short-run printing
- Ramped up production quickly with the ease of DI press operation
- The company anticipates continued growth of four-color short-run work due to the capabilities of the DI press

Taking Control of Schedules and Costs With a DI® Press

Landmark Impressions was founded in 1981 as a Kwik Kopy Printing Center. Current President and Owner Dana Wilson purchased the business in 1990 after managing it for the first nine years. That was the year that Pac-Man was all the rage, MTV came to be, and Bill Gates launched MS-DOS; and it was three years before the revolutionary Apple Macintosh came onto the graphics scene. When his franchise agreement expired, Wilson decided to launch out on his own as Landmark Impressions with the aim of taking his business to a new level. At the same time, he expanded his space from 4,000 square feet to 7,000 square feet in Woburn, Massachusetts, just outside of Boston.

The Presstek DI press was installed in August of 2006 and September saw the press already generating \$15,000 in monthly revenues.



President Dana Wilson (right) and Production Manager Steve Terrell outside Landmark Impressions' Woburn, Massachusetts, facility.

Today, Landmark Impressions generates \$1.6 million in revenues with its talented team of 11, and provides complete print, design and mailing services. Offering digital toner-based printing and producing short-run, high-quality color offset printing with a new 34cm Presstek DI press, Wilson now fully leverages a digital workflow that he could only have dreamed of at the outset of his business.

As a leading provider of printing services in the greater Boston area, Landmark Impressions has been quick to adopt new technologies to ensure that it retains satisfied customers and continues to acquire new ones. The company is focused on

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print runs of 10,000 and under with fast turnaround times. It guarantees that all jobs are on time or the customer receives a 10 percent discount for every hour the job is late. With nearly a 100 percent on-time record, Wilson reports that he has only had to honor the discount in two instances in the last four years.

Bringing In Outsourced Work

Like most small printers in today's competitive and fast-paced market, Wilson was seeing an increasing demand for short-run four-color work, which he had previously been outsourcing. "Not only was my cost of goods too high with that strategy," he says, "I had less control over timing of the job than I liked. I take my guarantee seriously and so do my customers." When Wilson learned about Presstek DI digital offset presses, he knew that it would be the perfect solution in conjunction with his toner-based digital printing and two-color offset presses.

Presstek DI presses are highly automated, sheetfed, four-color digital offset printing presses. Presstek DI combines the efficiency of an all-digital workflow with the versatility and quality of offset printing. Files are sent directly from prepress to the press, where the entire on-press imaging process is automatic—all four plates are automatically advanced into position and simultaneously imaged in precise registration. On-press imaging eliminates all the materials, labor and potential errors involved in off-press platemaking. With many other automation features, complete makeready is finished in ten minutes.

"The fast makeready time, the ease of color management, and the consistency of quality and color within each run and from run to run all make this press an ideal complement to my other production capabilities," Wilson says. "Now, I am in complete control of my customers' four-color work and the lower cost of goods allows me to be both more competitive and more profitable in the short-run four-color arena."

A Smooth Installation

The Presstek DI press was installed in August of 2006 and, according to Wilson, September saw the press already generating \$15,000 in monthly revenues. Wilson sees that number continuing to climb as he taps into the fast-growing short-run color market. "Presstek has been extremely responsive and supportive," he adds. "When I need help or advice, they are right there to support me."

New Applications and New Levels of Quality

"When I acquired the DI press," says Wilson, "I expected that its primary workload would consist of low-ink-coverage data sheets in the 3,000 to 4,000 run length range, which comprised the majority of the work I had been outsourcing. Much to my surprise, we are now producing a large number of 11 x 17 full-bleed brochures with heavy ink coverage, and the DI press is doing a terrific job. Our moves from two-color to four-color and from outsourcing to printing four-color in-house have been easy transitions, thanks to the DI's automation and ease of use."

Wilson also cites a case where he reprinted a job for a customer on the DI that had previously been printed on a five-color conventional offset press by one of his outsourcing partners. He says, "The DI's 300 line screen printing delivers sharper images and a much higher quality than the conventional press. My customers and I have been really pleased. And we are having fun doing the work in-house."

Wilson expects his DI press to be a key enabler in the future growth of his business, building on his reputation of fast, on-time delivery. He recently created a self-promotion direct mailer with a "No Speed Limit" theme. Packaged in a clear envelope, the attractive piece demonstrates the DI's high quality printing and promises four hours from proof approval to delivery or the job is free. "With the Presstek DI press backing me up, this is a low-risk, business growth initiative,"

Wilson says confidently. ■

A Presstek DI press helps Landmark Impressions deliver higher quality, faster turnaround and competitive pricing.



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