

## CASE STUDY:

# Murray Print Shop – Earth-Friendly Printing with Presstek DI®

### Company

Murray Print Shop, St. Louis, Missouri

### Profile

A third-generation family-owned business, Murray Print Shop is committed to producing print in an earth-friendly fashion.

### Challenge

Already successful with a 34cm DI press, the company saw that the increased versatility and productivity offered by a larger format DI press could help grow their business and expand the advantages it enjoys with DI.

### Solution

Presstek 52DI press

### Results

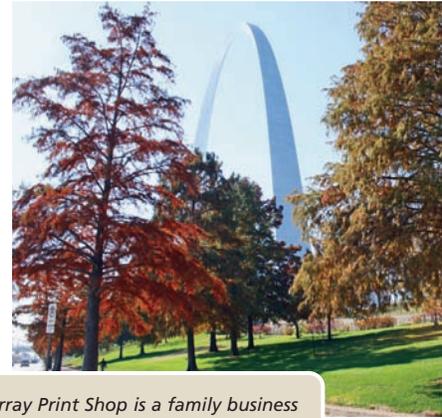
- Able to increase press size and shop capacity without giving up the benefits of DI
- Larger format enables more multiple-up runs and a reduction in cycle time between jobs
- Higher efficiency and less waste
- Increased automation further streamlines the printing process

## Renewing A Business Vow to DI with a Presstek 52 DI Press

**W**hen Tim Alton learned that Presstek introduced a larger format DI press, he jumped at the opportunity to upgrade his DirectPress 5634DI to a Presstek 52DI. Alton owns and manages Murray Print Shop, a family-owned printing business in St. Louis, Missouri. Like many printers, Murray has found that offering the high quality and speed of offset printing on a DI press is a perfect complement to other reproduction services.

Murray Print Shop, a third-generation family-owned printing business, recently celebrated its 52nd year in business with its upgrade to the Presstek 52DI.

The company provides two- and four-color printing, high speed digital black-and-white and color copies, and full bindery services.



*Murray Print Shop is a family business that prides itself on long-term relationships and shared values with its customers. For over a half-century, the printer has served the St. Louis area with quality and service. It celebrated its 52nd anniversary by upgrading its printing capabilities with a Presstek 52DI press.*

### Family Values

“My grandfather started the business in 1954,” says Tim Alton. “With my nephew running the DI press, we are into our fourth generation of family in the business, and all of us place a significant focus on minimizing the impact of our business on the environment.” In 2000, Murray Print Shop was presented with Missouri’s Choose Environmental Excellence award based on its environmentally-friendly operations and support of environmental organizations for more than a decade. Among other things, according to Alton, “We have been using soy-based inks and recycled papers since before it was fashionable to do so. And when we found an increasing demand for four-color printing among our client base, we chose to implement an environmentally-friendly printing process to address that need by installing our first DI press in 2004.”

It did not take long for Murray to see all the advantages of DI. “There is no question that DI is now a permanent part of our business,” says Alton. “Once I was introduced to the Presstek 52DI and its larger format, enhanced automation and stream feeder, I knew it was the right choice as we continue to grow our business.”

*Continued on reverse*



**For forty years, the Missouri Botanical Garden** has called upon Murray Print Shop to help meet its printing needs. "The Missouri Botanical Garden has a strong environmental mission. We care deeply about all of our vendors' eco-sensitivity," says Elizabeth McNulty of the Botanical Garden's communications department. "Murray Print Shop is flexible enough to adopt new technologies in keeping with the Garden's environmental mission." The Presstek 52DI, with chemistry-free on-press imaging and reduced makeready waste, helps Murray Print Shop win business from a number of organizations like the Botanical Garden.

When asked about the fast turnaround and high quality of Murray's DI output, McNulty replies, "We take advantage of those features, too, and certainly appreciate them."

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## Case Study: Murray Print Shop – Earth-Friendly Printing with Presstek DI *Continued*

Debuting in 2006, the Presstek 52DI press is highly automated to produce the fastest turnaround and lowest cost per four-color sheet at runs of 250 to 10,000 impressions. The landscape 20.47" x 14.76" sheet size offers a high degree of versatility. The 52DI produces up to 300 line and stochastic screening on a variety of substrates up to 20pt. weight. Like all Presstek DI presses, the 52DI utilizes on-press imaging, in which all four-plates are automatically advanced into position and simultaneously imaged in precise register. With the 52DI, Alton points out, he can now produce larger jobs on the DI and run more work multiple-up in a single run. For instance, the company now runs popular-sized 6" x 9" postcards four-up and completes a run of 2,500—front and back—from files to finished sheets in an hour or less.

Alton is delighted with the ways in which the 52DI further increases the high productivity that he already enjoyed with DI. He says, "Our transition was seamless. The Presstek team did an exceptional job of installing the press and conducting training to ensure that we were able to take advantage of all of the new features and functionality the press offers."

Besides improving profits and meeting the demands of its customers, DI has another high value for Murray Print Shop. "All of us, including many of our customers, place a significant focus on minimizing the impact of our business on the environment." With chemistry-free imaging and waterless printing without fountain solutions, and by reducing makeready waste by a factor of ten for Murray, DI helps the company meet its commitment to print in an environmentally responsible manner. In addition to awards for its practices and support of environmental organizations, this environmental responsibility wins the company business from a wide range of organizations with similar values, including the Missouri Botanical Garden, EarthShare of Missouri, Gateway Greening, and the Missouri Recycling Association.

Alton adds, "The Presstek 52DI is the ideal complement for our two-color and digital toner-based presses, and it makes us even more earth-friendly with increased productivity, reduced waste and chemistry-free operation." ■

**Presstek 52DI**

