

# CASE STUDY: Odyssey Digital Printing — A New Generation of DI® Printing

## Company

Odyssey Digital Printing, Tulsa, Oklahoma

## Profile

Odyssey Digital has been in business for 11 years. With 55 employees, the company generates \$7.7 million in annual revenues.

## Challenge

Odyssey Digital realized that it needed a solution that could more easily handle the heavy ink coverage and heavier stocks required for its retail point-of-purchase printing.

## Solution

After participating in in-depth customized demonstrations of the latest generation of Presstek DI presses, Odyssey Digital purchased a Presstek 52DI.

## Results

- Easily producing high quality printed output on stock up to 20-point thick with heavy ink coverage
- Increased the number of images that could be run multiple up to improve throughput and productivity
- Increased confidence of the sales team has resulted in growing sales to both new and existing customers
- Improved turnaround times
- Consistent color across multiple output devices, including the 52DI, using color management tools provided by Presstek

## A New Era of Growth and Profitability With a Presstek 52DI Digital Offset Press

**O**dyssey Digital Printing is located in Tulsa, Oklahoma, and has been in operation since June of 1996. As the company has grown, Odyssey has worked hard to stay current with technology that will allow it to meet and exceed its customers' expectations. The company was an early adopter of Presstek DI printing technology, having acquired its first DI press in 1998, and has built a reputation for providing fast turnaround times. Odyssey Digital recently relocated to a brand new 33,000 square foot facility, designed to expedite all of its print and bindery work. Today, the company complements its toner-based digital presses and superwide format inkjet

printers with a brand new, state-of-the-art Presstek 52DI press.

*Odyssey Digital produces a wide range of materials on multiple devices, including a Presstek 52DI digital offset press. Presstek worked with Odyssey to create color profiles that ensure color fidelity across the spectrum of output devices and digital print products.*



## Moving the Ball Forward

According to John Roberds, Odyssey Digital's founder and president, "We installed our first DI press in 1998 and shortly thereafter acquired a large customer whose work was perfectly suited to the DI technology. Within a year, we had purchased our second Presstek-enabled DI press."

After nine years, the two DI presses carried well in excess of 25 million impressions each. He says, "Although these DI presses had served us well for many years, it was time to find a solution to handle my primary concern—the ability to run heavier stock and lots of solid ink coverage."

Roberds looked at a variety of options, including conventional offset with CTP and a sheetfed digital toner-based press, to complement his three roll-fed digital presses. During that process, he attended a Presstek Open House to see the latest in DI presses. "The Presstek 52DI had just been introduced," he says, "and from what I had heard, it seemed to

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## Case Study: Odyssey Digital Printing—A New Generation of DI Printing *Continued*

have some very interesting capabilities for us, especially with the stocks and ink coverage that it could handle.”

Roberds came to the Open House prepared with sample files and specific requirements and was able to spend quality time with the press and with Presstek experts. He was very pleased with what he saw. He adds, “We were printing heavier stocks with our older DIs, but the presses were not designed to accommodate them, and the heavier stocks created a lot of wear and tear. The Presstek 52DI is engineered to handle up to 20 point stocks and it does so effortlessly.”

Roberds reports that he was not looking for the standard “pretty picture” demo, but rather, he built files that put the press through its paces. He says, “It is relatively easy to print nice pictures, but that is not the type of work we produce day in and day out.” The results that were produced during the Open House, including a sample file with lots of solid blue ink coverage, sealed the deal for Roberds. “Since it is a landscape press,” he says, “the Presstek 52DI does a high quality job with heavy coverage and it expands the range of work we can effectively produce.”

### Expanding Capabilities

Once the Presstek 52DI was installed, Roberds found lots of other advantages to the press. For example, one application Odyssey had been producing on the older DI presses were the cards that Wal-Mart uses in CD/DVD bins to promote a particular artist or movie of the month. With the larger format landscape press, Roberds is able to produce these 6-up on a sheet, compared to the 4-up production he was limited to in the past, significantly improving throughput and productivity. Odyssey also produces a wide range of brochures, newsletters and other applications for customers in addition to the point-of-purchase (POP) work using the heavier stocks.

### Optimizing Workflow

Roberds found that his press operators quickly became comfortable with the 52DI and found it easier to configure, maintain, set up and operate than the company’s previous presses. Additionally, he worked with Presstek during the implementation process to establish color profiles that allowed him to coordinate projects across multiple production devices and to deliver accurate proofs. The company produces a significant number of retail point of purchase kits that contain signs, shelf strips, posters and the like, and it is a benefit to be able to run the same file on a variety of different machines, producing a color match that will be satisfactory to the customer. With the help of Presstek-provided tools, Roberds

has been able to produce color accurate proofs for the 52DI offline with an Epson inkjet printer.

He comments, “For all of our other digital production processes, the print engine we are using to produce the final product generates the proof. With the tight turnaround times we are dealing with on a daily basis, the last thing we want to do is require customers to be on site for press checks for offset work. So it is important that we have an accurate proofing mechanism for the Presstek 52DI.” Roberds points out that since the Presstek 52DI prints true and accurate color, it is better to adjust a toner or inkjet machine to match the DI

than the other way around. “That has turned out to be much easier than I expected,” he adds.

### The Growth Factor

Since upgrading the older DI presses with the new Presstek 52DI, Roberds reports that his business volume has picked up. “I attribute this in large part to the increased confidence our sales force now has in the quality and consistency the 52DI can produce,” he says. “They are getting positive responses from customers about the improved quality, and they feel confident that they will be able to deliver as promised. That has turned into a nice increase in business volume for the company.” ■

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*The Presstek 52DI’s landscape format and 52cm sheet size provide Odyssey Digital with high degrees of versatility and control in imposition and printing.*



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

[www.presstek.com](http://www.presstek.com)

or call 1-800-524-0003 x3599.

