

CASE STUDY:

Sir Speedy-Naperville – Building for the Next Generation

Company

Sir Speedy, Naperville, Illinois

Profile

Sir Speedy franchise location with 5 full-time and 4 part-time employees

Challenge

In conjunction with renewing its franchise agreement and moving into a new location, Sir Speedy-Naperville needed to update its printing technology to better address emerging customer needs.

Solution

A 34cm Presstek DI press

Results

- Anticipated revenue growth of at least 25 percent year over year
- A competitive advantage in producing affordable short-run four-color work
- 300 line screen offset printing with an all-digital workflow
- Ability to cost-effectively produce high-quality printing with very fast turnaround

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DI® Helps Franchise Printer Enter Its Third Decade with Bright Prospects

The Sir Speedy franchise in Naperville, IL, will soon be taking its market by storm. The family owned business has recently installed a DI press from Presstek and is now well positioned to grow their business in the short-run color printing market. The automated features, high-quality output and fast turnaround capabilities of the DI press are attracting a lot of attention for the business. "There's a huge opportunity out there," remarks co-owner Julie Phillips. "Now, we can get it."

Kent and Julie Phillips opened their Sir Speedy franchise in Naperville, Illinois, 21 years ago. By leveraging Kent's knowledge of the printing industry and Julie's sales and marketing expertise, they built a successful business. "Several of our employees

have been with us for 20 years, a significant contributing factor to our success," says Julie. As a testament to the investment the Phillipses have made in their employees and in new technology over the years, Sir Speedy-Naperville has been recognized with several local awards for business excellence.

When the franchise agreement expired after 20 years, the couple was faced with a decision about whether to renew. At the same time, their two sons, Kyle and Ryan, were close to completing their college educations and were interested in joining the business. "We had a family conference," says Julie, "and looked at the pros and cons of renewing the franchise agreement, as well as what we needed to do to stimulate growth. We wanted to make sure that we had a viable business to eventually pass along to our sons."

During the franchise renewal process, Kent and Julie worked closely with Sir Speedy headquarters to examine all their options. Once the couple renewed their commitment to growing the business under the Sir Speedy brand, they moved to a new, larger, more conveniently located center, and sought to upgrade their capabilities. At the time, the shop used chemistry-based platemaking to support a two-color press.



The Phillips family visited Presstek's booth at Graph Expo 2006. (L to R) Javier Mahmoud and Bob Ochalla of Presstek with Julie, Kent and Kyle Phillips.

Continued on reverse

Case Study: Sir Speedy-Naperville – Building for the Next Generation *Continued*

It was a combination that did not lend itself to meeting the increasing demand the Phillippes saw for short-run, fast turnaround four-color printing.

“I knew we needed to go to a digital solution,” Julie says. “We already offered toner-based black-and-white and color digital printing, but we needed something that could handle runs that were too long to be cost effective on that equipment. After looking at the options with the help of Sir Speedy headquarters, a Presstek DI press was our best choice.”

Re-launching the Business

Once the DI press was up and running, Kent and Julie planned an open house to launch both their new location and their new four-color capabilities. Julie explains, “Planning this open house was almost like planning a wedding, but it was worth all of the effort. It was a resounding

success.” Active in the chambers of commerce of both Naperville and nearby Batavia, the Phillippes leveraged their

involvement by inviting key business people from both communities. They even invited the Mayor of Naperville. Julie adds, “Once we reached that point, we decided we might as well pull out all of the stops to make this a major event.” With that in mind, she also invited the local newspapers, television station and radio, all of who attended the event. “Presstek did a great job of helping us with the media logistics,” Julie reports.

Julie was also delighted that Don Lowe, CEO of Franchise Services, the parent company of Sir Speedy, was able to attend and offer his support. “Julie and Kent did an exceptional job with this event,” Lowe comments. “By re-launching their business in this way, they achieved maximum visibility for the new capabilities offered by the Presstek DI press. Combining the DI press with web-to-print solutions provided by Sir Speedy’s Global Digital Network, and the finishing and mailing infrastructure they already had in place, Julie and Kent are well positioned for good growth over the next several years.”

The New DI-enabled Sir Speedy-Naperville

Once the DI press was installed and operating, Julie reports that they significantly reduced the amount they were using their two-color press and its accompanying chemistry-based platesetter, and they become an almost totally digital shop. The DI press allowed Sir Speedy-Naperville to increase its competitiveness in the four-color arena by delivering the extremely high-quality and fast turnaround printing the DI press is designed to produce. Typically, according to Kent, runs of 500 or more are produced on the DI, with ultra-short runs being produced on the toner-based systems. Julie adds, “Since

we presented the new capabilities during our open house and in other venues, our customers are excited about the opportunities the DI presents and are anxious to use it for their next job. That immediately boosted our business. Most of our competition is with conventional commercial printers, and the DI press puts us in a unique position that helps us differentiate our services, rather than trying to compete head-to-head on price.”

This advantage has allowed the Phillippes to reposition their company, according to Julie. She says, “A lot of people still think of Sir Speedy in terms of the instant print model, and we are so much more than that today. The DI has been a great vehicle for us to get that message out.” Julie also points out that the DI has made it very easy for Sir Speedy to switch customers from two-color to four-color so that they can take advantage of higher impact printing at little or no additional cost.

Not only can four-color work now be produced in about half the time because of the DI’s on-press imaging of plates, and automated, single-pass four-color printing, but the new business it is generating is expected to increase the firm’s revenue by 25 percent year-over-year. In addition, Sir Speedy-Naperville is

dealing with much smaller volumes of expensive, hazardous chemistry for platemaking.

DI presses are 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, Presstek DI presses deliver offset quality levels among the highest in the industry.

What’s Next?

While neither Kyle nor Ryan studied graphic communications in college, both are keenly interested in the business, according to Julie. “Ryan is very interested in the operations side of the business, including running the DI press, while Kyle’s interest lies in the creative side along with marketing and sales,” Julie says. “They will bring a lot of new ideas into the business. It is a good mix.” Julie comments that she has seen a lot of changes in the industry over the years. “Now, everything is digital and it is more about communications than simply about putting ink or toner on paper. Our sons see that, and it is one of the reasons why they’re excited about the business.” ■

“Combining the DI press with web-to-print solutions...Julie and Kent are well positioned for good growth over the next several years.”



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