

## CASE STUDY:

# Liberty Graphics—One Stop for Business Communications

### Company

Liberty Graphics, Calgary, Alberta

### Profile

Founded 30 years ago, Liberty Graphics offers full print management services, from concept through production.

### Challenge

Liberty Graphics needed to cost effectively produce four-color runs from 500 to 10,000, and improve overall shop efficiency from order entry to four-color printing.

### Solution

A Presstek 34DI® digital offset press and Press-sense iWay™ Web-to-print solution

### Results

- Increased capacity without adding headcount
- Grew the print volume from existing customers by offering a wider range of printed materials
- Well-positioned for the increasing number of customers who are looking for an environmentally-friendly printing solution
- Leveraging Press-sense iWay for even more automation, particularly with imposition and ganging

## Automating with a Presstek 34DI® Press and Web-to-Print Business Solution

Liberty Graphics, in Calgary, Alberta, was established 30 years ago. Today, the company generates about \$700 thousand in annual revenues with four employees, including two partners. A Presstek 34DI and Press-sense iWay Web-to-print solution are major contributors to the company's productivity, customer service, and growing revenue stream.

"We are a commercial print shop," says Jesse Schneider, graphic artist and partner, "but we take a different approach than most. We are concerned with how our customers use the printed products we produce, and we help them find ways to produce them most effectively." Liberty often gets involved in customer projects in the concept stage, offering consulting, photo shoots, design services and more for everything from marketing materials to carbonless forms.

The company had relied on its two-color presses for most of the print it produced, but with increasing demand for four-color, and the difficulty of producing this work cost-effectively with a two-color press, Liberty acquired a digital toner-based press about three years ago. "That worked for a while," says Schneider. "But our customers began asking for run lengths that were not economically feasible to produce on the digital press with its click charge model. We needed something that would handle run lengths of 500 to 10,000, which fall in that profitability gap between digital and conventional offset."

For Liberty Graphics, a Presstek 34DI digital offset press is the perfect solution. "The quality is phenomenal," says Schneider. "The registration is so tight, it is amazing."

*Continued on reverse*

**"The Presstek 34DI, combined with Press-sense iWay, puts us in an entirely new class."**

*Presstek DI® digital offset printing and Press-sense iWay are an integrated business solution for higher efficiency, profitability and customer service.*



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*Continued*

And because the press is so automated, including ink settings, we don't worry as much about small text or heavy ink coverage. We are very impressed."

**Press-sense iWay Workflow Automation**

In addition to the automation offered by the DI® press, Liberty is taking advantage of its Web-to-print solution, Press-sense iWay, to build even more automation into the process for the company and its customers. Schneider points out that with iWay, it is simple to build templates specifically for the DI press and to automate the imposition process. "Our iWay templates automatically place the color bar on the sheet," he says. "We can select a range of jobs in the queue and have iWay automatically gang them, imposing them in the template in the most logical way based on size, paper stock and color."

Schneider explains that iWay automatically groups like jobs based on paper stock and other considerations, imposing multiple jobs on the same plate when possible. "And it is easy for the operator to adjust for efficiency," he adds. "For example, if iWay imposes several jobs and leaves too much blank space on the page, you can back jobs out and reimpose until the mix is efficient. It is quick and easy."

It is so easy, he points out, that a graphic artist can actually do the imposition, a task graphic artists would not normally perform in most shops.

**Increased Share of Customer**

With the Presstek DI press in place, Liberty is also working with customers to change more work from one- or two-color to four-color. "They are delighted that they can have full color for very little incremental cost over two-color," Schneider remarks. And Liberty is also now able to quote on a wider range of work that would have been difficult to produce before. One example Schneider offers is an 8-page marketing piece in runs of 5,000. "We really couldn't do that work before, because it was too

expensive for us to produce using either our toner engine or two-color presses" he adds.

While Liberty is acquiring a growing number of these larger jobs, the bread and butter is still shorter run jobs. "About 90 percent of the jobs that we produce on the DI are in runs of 1,000 to 1,500," Schneider says.

He also points out that the iWay platform has been a big productivity booster. "With four of us here, it is difficult when you have to answer the phone and are asked to produce quotes," he says. "iWay enables us to automate the order entry process. In addition, for our clients who do a lot of reprints, we are able to provide them with a catalog of offerings to choose from. That streamlines the ordering process and eliminates a lot of redundancy." Previously, he explains, customers would call to place a re-order and could become frustrated with reaching

voice mail or waiting for the right person to be available. The same questions would need to be asked and answered every time they ordered their printing. Now, Liberty's Online Print Procurement Centre, powered by iWay, allows customers to order reprints or new work 24/7 at their convenience. "Customers love it, and it removes a lot of anxiety for both them and us. About 10 to 15 percent of our customers are already taking advantage of our Online Print Procurement Centre."

**The Environmental Factor**

As global consciousness about the environment escalates, Schneider has more customers asking for environmentally-friendly printing solutions. "Although that was not explicitly a factor in our DI purchase decision," he says, "this is becoming a bigger issue with our clients all the time and people more frequently ask questions about our process. With the chemistry-free imaging of the environmentally-friendly 34DI press, we are well-positioned, and that capability will win us more business in the end."

Also important to Liberty is the small footprint of the DI press and the elimination of the need for a separate platemaker with the DI's on-press platemaking.

Schneider says, "With the Presstek 34DI we have more capacity, produce higher quality, and can do more in less time. The Presstek 34DI, combined with Press-sense iWay, puts us in an entirely new class." ■



*This calendar printed on the Presstek 34DI for a global supplier to the energy industry is a sample of Liberty Graphics' one stop solution. The company provides complete communication services from creative concepts to high quality 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.