

## CASE STUDY:

# Mansfield Rodney Printers — Focus on the Customer

### Company

Mansfield Rodney Printers, Ottawa, Ontario, Canada

### Profile

With its sister company, Wil-Mac Labels, Mansfield Rodney is a respected commercial print and label manufacturer that has supplied offset printing services for more than 40 years.

### Challenge

- Mansfield Rodney's short-run operation constantly faced tight deadlines.
- As an EcoLogo<sup>M</sup> certified printer, the company was motivated to consider a more environmentally friendly alternative to its existing platemaking operation with its inherent chemistry-based production.

### Solution

Presstek Vector CTP system and chemistry-free Freedom Pro plates

### Results

- One stop chemistry-free CTP solution for all of the company's presses, from its duplicators to its 14" x 20" five-colour offset press
- Shortened platemaking time, with crisper output quality
- Reduced overall platemaking costs and improved press productivity
- Optimum use of space with small Vector footprint
- Chemistry-free operation in keeping with EcoLogo<sup>M</sup> certification

## Providing Environmentally Sustainable Services with the Utmost Quality

In business for more than 40 years, Mansfield Rodney Printers prides itself on maintaining its solid reputation for delivering high quality, cost-effective printing services with an unmatched attention to detail. The company embraces new technology with a view toward providing better quality with faster turnaround times, in line with market demands.

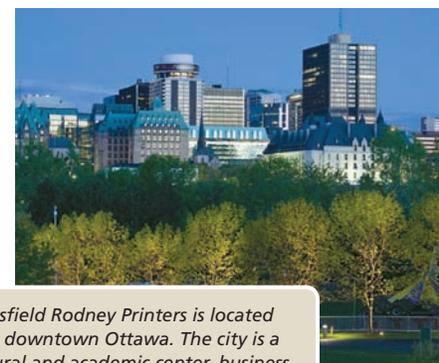
"Our fleet includes four offset presses — one of which is a five-colour press — and two duplicators," says Dan Kearney, Director of Operations. "The time had come to replace our film-based platemaking system, and we wanted to find a solution that could serve all of our presses while at the same time reducing our environmental footprint."

As an EcoLogo<sup>M</sup> certified company, Mansfield Rodney thinks green, and a chemistry-free solution was a natural fit. The company did its due diligence, investigating solutions available from all of the major industry players. "Overall we liked the Presstek Vector CTP system best," reflects Kearney. "It seemed to be a perfect fit for us, from its true chemistry-free operation to its compact footprint and high quality, as well as its ability to support all of our presses."

In fact, Kearney reports that the firm reclaimed some 500 square feet of production space after getting rid of its film-based platemaking equipment and replacing it with the Vector system.

### The Cost Analysis

"One of our biggest concerns," comments Kearney, "was the capital investment involved with the platemaker. In hindsight, this should not have been a concern at all when you consider the amount of money that is wasted in the film-based platemaking process. It used to take us hours to make plates for a five-colour job; now the plates are ready in a half hour or less. And that just scratches the savings surface."



*Mansfield Rodney Printers is located near downtown Ottawa. The city is a cultural and academic center, business portal for Eastern Ontario, and seat of the national government.*

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**“We get much more work done with the same employee base.”**

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## **Case Study:** Mansfield Rodney Printers—Focus on the Customer *Continued*

Last-minute client changes are a breeze to handle as well, according to Kearney. “In the film world, any last-minute changes when the job was on press were a nightmare. Now we just change one plate, if that is all that is needed, and are back underway in minutes. Because of the tight registration, the new plate works perfectly, with minimal adjustments. The Presstek Freedom Pro plates are not only chemistry-free, but also come up to colour faster, improving press productivity and reducing makeready waste.”

Kearney points out that eliminating the cost of film and chemistry is a huge savings as well. “Not only were we buying the chemistry, but we had to manage it and dispose of it,” he says. “Environmental regulations are getting more stringent in Canada, of course, but even more importantly, having all of that chemistry in the mix did not align with our corporate philosophy.”

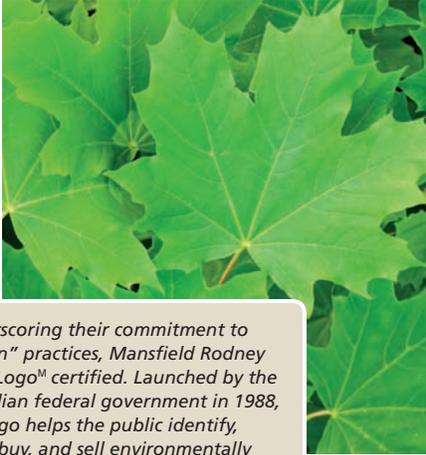
Mansfield Rodney has also been able to make more productive use of employee time, refocusing them on prepress and design. “We get much more work done with the same employee base,” Kearney adds.

Both Mansfield Rodney and its clients are delighted with the improved quality the Freedom Pro plates allow them to produce. “We were happy with 150-line

printing before, but after seeing the 175 to 200-line screen printing we can produce with Freedom Pro plates, we are amazed at the difference, and so are our clients. In every possible way, the Vector platesetting system is a huge step forward for us.”

## **Service is Key**

“With every new technological advancement must come great technical service,” concludes Kearney. “Presstek has provided this great service, enabling us to continue offering the quality and service that our clients have come to expect from us.” ■



*Underscoring their commitment to “green” practices, Mansfield Rodney is EcoLogo® certified. Launched by the Canadian federal government in 1988, EcoLogo helps the public identify, trust, buy, and sell environmentally preferable goods and services. EcoLogo has grown to serve buyers and sellers of green products throughout North America, and around the world. Get more information at [www.ecologo.com](http://www.ecologo.com).*

