

## CASE STUDY:

# Altstadt-Druck — Expanding Offerings with a Presstek 34DI®

### Company

Altstadt-Druck GmbH, Rostock, Germany

### Profile

A commercial printer in business since 1990

### Challenge

Altstadt-Druck was looking for a more profitable way to handle the increased customer demand for fast turnaround high quality short-run color printing. They could not print it profitably on their conventional press and had very limited space for new equipment.

### Solution

A Presstek 34DI® digital offset press

### Results

- Compact size is a perfect match for limited available space
- Efficiently handles short to medium run jobs
- Lower cost per page for print runs of 250 to 10,000, while also cost-effective for much longer run lengths
- Faster turnaround times and higher quality color
- Eliminates the expense of a separate plate production process
- Expanded offerings deliver a competitive edge

## Altstadt-Druck Expanded Offerings Without Changing Its Ideal Location

**F**ounded in 1990, Altstadt-Druck is managed by Harry Körber and his partner Andreas Ahnfeldt. The founders own their building, which is located in the city center of Rostock, in close proximity to its customers in the advertising and travel sectors. This ideal business location enables the company to provide personalized, value-added service to its customer base. Tourism is the major industry in the Rostock area so there is a big demand for fast turnaround short-run color printing such as flyers, brochures, postcards and other advertising materials.

Altstadt-Druck wanted to expand its offerings in order to capture a greater stake in this lucrative market, but was increasingly hampered by its conventional offset equipment. The ambitious, technology-driven firm was eager to upgrade its technical capabilities, yet the physical size of its facility placed strong constraints on the size of new equipment.



Partners Harry Körber (far left) and Andreas Ahnfeldt (far right) needed to upgrade their printing equipment to expand their offerings and achieve higher efficiency. With limited space in their downtown location, a Presstek 34DI press proved to be the ideal solution.

### Compact Size a Decisive Factor

With a powerful combination of faster turnaround times, higher quality color and increased efficiency, a Presstek 34DI proved to be the ideal solution. Its compact size was a perfect fit in Altstadt-Druck's limited space. "We're situated in the best downtown location, so why move far away from our customers to a business park outside of the city?" asks Harry Körber.

"The Presstek 34DI fit easily into our facility," he says. "A larger machine would have forced us to move to a new location."

Thanks to the Presstek 34DI's small footprint, the press easily fits into a 20 square-meter addition in Altstadt-Druck's facility, yet has enabled the company to effectively respond to customer demand and to expand its offerings for a competitive edge.

**"With the latest digital solution from Presstek, we are well-equipped for the future."**

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**“We are able to respond quickly while profiting from low-cost production with the Presstek 34DI.”**

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Altstadt-Druck—Expanding Offerings with a Presstek 34DI®  
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### Quick Turnaround and Lower Costs

Altstadt-Druck's transition to digital offset printing has gone smoothly and is already delivering both time and cost savings. The Presstek 34DI eliminates the expense of a separate plate production process and all of the extra steps associated with off-press imaging. ProFire Excel, Presstek's latest generation

laser imaging technology, delivers exceptional image quality while easily supporting screen rulings up to 300 lpi and FM screening. “As a result, we

are able to respond quickly while profiting from low-cost production with the Presstek 34DI,” states Körber.

The Presstek 34DI is designed to deliver a lower cost per page for print runs of 250 to 10,000 while maintaining its cost advantage in much longer run lengths. Altstadt-Druck uses the press for a wide range of print jobs—from flyers, forms, postcards, letterhead and business cards to advertising materials—with run lengths of 200 to 4,000 sheets.

### Establishing a Foundation for Growth

Altstadt-Druck's Presstek 34DI is equipped with the Plate Saver function for optimum use of plate material, a high-grade powder system, automatic adjustment of paper stack height, feeder with pre-pile system, PDS-E printing density control system, and IR dryer for faster curing of the inks. These

technical capabilities provide a solid foundation for increased efficiency and improved cost control and quality. “We

anticipate that color density control will deliver improved print quality, and that the IR dryer will expedite throughput times,” says Körber. The Presstek 34DI achieves a maximum print speed of 7,000 impressions in the 340 x 460 millimeter format. The waterless ProFire Excel Digital Media is designed for up to 20,000 impressions.

The press utilizes Presstek's Zero Transfer Printing process, in which all four colors are applied to the sheet without any sheet transfer between towers and delivers first sheet register. The PDS-E printing density control system enables the operator to easily match printed color output and ensure consistent quality from one run to another. Waterless printing does not require dampening units, so problems associated with ink/water balance are eliminated and color results are more consistent throughout the print run. Acquiring the Presstek 34DI has enabled Altstadt-Druck to gain a new level of technical competence and servicing. “With the latest digital solution from Presstek, we are well-equipped for the future,” Körber concludes with confidence. ■

