

## CASE STUDY:

# Angel Lithographing — A Family Tradition

### Company

Angel Lithographing, Sturtevant, Wisconsin

### Profile

This second-generation family business was founded in 1947 and has 25 employees.

### Challenge

Angel Lithographing was seeking a solution that would enable them to offer high-quality short runs for existing and potential customers.

### Solution

A Presstek 34DI® digital offset press

### Results

- Producing shorter runs cost-effectively, eliminating the need to turn work away
- Producing many jobs that leverage the complementary capabilities of the DI and 40-inch presses
- Implementing G7 process and pursuing G7 Master certification to ensure a fully managed color workflow regardless of how the job is produced



## Angel Lithographing: Filing the Production Gap with Presstek DI®

**A**ngel Lithographing was founded in 1947 and is in its second generation of family ownership. The firm had retired its aged 25-inch presses and acquired two 40-inch presses, an 8-color Komori perfecter with a coater, and a 2-color Miller perfecter. “As we saw the market change to shorter run high-quality work,” says owner Dick Angel, “we found we had a gap in our production platform that was hampering our ability to service our customers.” Angel wanted to maintain the firm’s core business, but also wanted to be able to offer shorter runs for existing and potential customers. The firm’s customer base primarily consists of small to mid-sized industrial firms that have a tight marketing budget, yet they still want their printed brochures and other materials to represent their company in a good light, so quality is extremely important to them.

### Consistent Color on Multiple Component Jobs using G7 Standards

In June of 2008, Angel Lithographing acquired a Presstek 34DI press. “Between Presstek 34DI press and the Komori,” says Angel, “we made a huge technological leap from the 20-year-old presses we had before. There has been a learning curve for us, but we are getting better all the time.” One action Angel has taken is to implement a G7 process from proofing through the pressroom so that color management and color consistency is guaranteed. “We wanted to be able to interchangeably use our presses, especially for work that has multiple components, without any risk of quality differences. We will be pursuing our G7 Master certification as well.”

This strategy has worked well for Angel Lithographing. Angel cites work done for a Wisconsin university as an example.

*Continued on reverse*

**“This was an all-or-nothing job that we would not have gotten without the 34DI press.”**



Angel Lithographing pressman, Jeff Clary

**“We ran the oversized work on the 8-color Komori and accompanying smaller pieces on the Presstek 34DI press. Color matched perfectly on all components.”**

### Case Study:

Angel Lithographing—Filling the Production Gap  
*Continued*

“This was an all-or-nothing job that we would not have gotten without the 34DI press,” he explains. “We ran the oversized work on the 8-color Komori and accompanying smaller pieces on the DI press. Color matched perfectly on all components.”

### Presstek 34DI the Right Tool for the Job

Since installing the Presstek 34DI press, Angel has produced a number of multiple-component jobs. He says, “We might have a job that consists of a 12-page brochure and a postcard. We put the brochure on the 40-inch Komori because of the page count, and run the postcard on the 34DI press. The two presses are very complementary, and we expect to get more work of this nature because of our platform.” He also finds that the two presses also work well in producing saddle stitched books. “We often produce books of 16 to 64 pages in runs of 2,500 or 5,000, and it works well to print the covers on the 34DI press and the interior on the Komori.”

Angel reports that the press has offered him many more quoting opportunities as well. By using the combination of the two presses, he is often able to be much more competitive. By using the DI press for short runs and dedicating the Komori to long runs, both presses operate at maximum efficiency. “We generally run quantities of 5,000 or less on the Presstek 34DI press,” he says, “but the decision is often based on a combination of run lengths, page sizes and page counts. We do our estimates both ways to determine the most economical production method, and it has given us tremendous flexibility.”

### Presstek Support you can Rely on

Angel has been very pleased with his Presstek relationship. “We had a lot to learn when we first installed the press,” he says, “but the Presstek installation and training was terrific. They were also very responsive when questions came up in the first few weeks. Once we got acclimated, we haven’t had any problems with the 34DI press.”

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.



55 Executive Drive • Hudson, NH 03051-4903 USA • 603-595-7000 • [info@presstek.com](mailto:info@presstek.com)

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