

CASE STUDY: Carleton Communications – Reaching Its Full Potential

Company

Carleton Communications, Inc.,
Mechanicsburg, Pennsylvania

Profile

Carleton Communications, Inc., is owned and operated by CMI PrintGraphix, Inc., a wholly owned subsidiary of Corporate Media International, Inc. (CMDL). With a staff of 27, the company operates from a newly-expanded 14,500 square-foot state-of-the-art facility. Carleton's 2006 annual revenues were about \$1.2 million.

Challenge

With 40 percent of its volume comprised of short-run, fast turnaround work for the government, Carleton was seeking a more profitable way to produce this otherwise low-margin work.

Solution

A Presstek 34DI digital offset press

Results

- Profitably producing lower margin government work and leveraging that core business for future growth
- Focusing its conventional four-color presses on longer run work for higher efficiencies
- Using the Presstek 34DI press as a marketing catalyst to attract new business
- Acquiring at least two new clients a week who are attracted to the high quality and fast turnaround capabilities of DI printing

Acquiring New Business with Short-run, High Quality, Four-color DI® Printing

Carleton Communications has a history of meeting its market's needs. Today, under corporate ownership, a Presstek 34DI digital offset press is a part of the company's continuing growth and success.

Jack and Karen Eads founded Carleton Communications in 1972 when they purchased *The West Shore Times*, a weekly newspaper. Difficulties with a local mail house led to the purchase of mailing equipment and the pair identified an immediate need for reliable printing and mailing services in Central Pennsylvania. Consequently, the newspaper was sold and Carleton acquired commercial printing equipment, thereby combining printing and mailing under one roof.

“By adding advanced capabilities such as those offered by the DI press, we are well on our way to reaching our full potential.”

Carleton Communications pioneered dependable printing and mailing services in the Mechanicsburg, PA, community and continues that tradition today, with a policy of calculated growth that allows the company to provide reliable, individual service to its customers.

In October of 2005, Carleton Communications was acquired by Corporate Media International, Inc. Under the leadership of its new President, Chuck Rothstein, revenues nearly doubled to \$1.2 million in 2006, and Rothstein projects they are likely to double again in 2007, with the company having generated about \$1.3 million in revenues in the first six months of the year.

Today, Carleton Communications employs 27 and offers a full range of printing and mailing services, supported by a portfolio that includes 26" 2- and 4-color presses, duplicators and its new Presstek 34DI digital offset press.

Continued on reverse

**Presstek 34DI
digital offset
press**



Case Study:
Carleton Communications—Reaching Its Full Potential
Continued

Building on a Strong Base

Historically, Carleton Communications has derived the majority of its revenues from general commercial print and direct mail services, but a growing portion of its revenues—as much as 40 percent—now come from short-run, fast turn printing for the federal government.

Subsequent to taking over the reins, Rothstein placed increased focus on growing the volume of government contracts. He says, “Even though government work tends to bear a lower margin than commercial work, the contracts we have been able to acquire give us a strong core of business that we can count on going forward as we work to continue to grow the company.” Carleton Communications revenues currently consist of 40 percent government work, 30 percent commercial and 30 percent direct mail. Rothstein adds, “At the rate we have been acquiring contracts, it is likely that the balance will continue as we grow the commercial and government work.”

In order to serve the government segment, Rothstein knew he needed to find an efficient way to produce short-run, quick turnaround four-color work, and that was the primary reason the company decided to acquire a Presstek 34DI, a 34cm portrait press, as well as color and black-and-white copiers/printers for ultra short runs and variable data work. “Prior to adding the DI, we had two issues with producing the short-run work,” adds Rothstein. “First, the makeready times and costs for conventional offset made production of short runs unwieldy. And second, we took substantial hits in productivity when we had to interrupt long-run work being produced on our conventional four-color press in order to get these smaller jobs out the door in a timely fashion.” Now, with the DI press, Carleton is dedicating its conventional four-color press to longer runs and doing runs of 10,000 and under that require high quality on the DI. “Depending on the job,” Rothstein says, “runs of 3,000 to 4,000 are ideal for the DI press.”

Rothstein also points out that there are many opportunities to leverage its hybrid production portfolio within the same job. “For example,” he says, “we might produce a versioned booklet

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whose internal contents are the same and are produced conventionally, but which features customized shorter run covers that we produce using the DI press.”

Presstek DI presses are highly automated systems that combine on-press imaging, media and offset press technology for optimized performance. The result is very high-quality output and a makeready time significantly faster than any other offset printing process. “It’s a beautiful machine,” Rothstein says. “The quality is fantastic and the service has been sensational.”

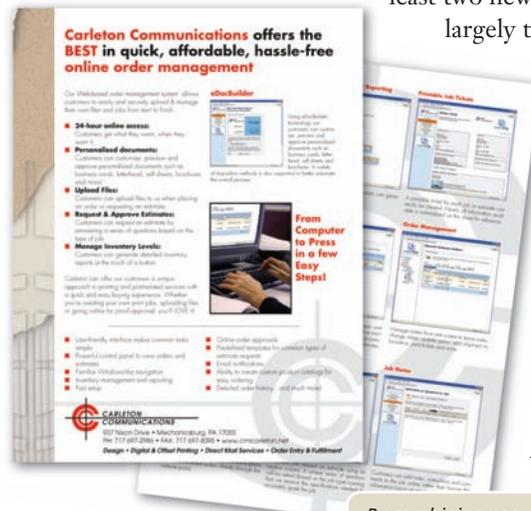
Marketing Catalyst

Carleton has found that the DI press is a market differentiator that helps the company to attract new customers.

Rothstein comments, “We are using the DI press as a marketing catalyst. The company had not done any marketing to speak of for ten years, and we put a marketing coordinator in place to raise our visibility and added a vice president for corporate business development. We are being very aggressive in terms of taking the business to a whole different level, and good marketing is essential in achieving those goals.” The marketing and client services personnel can now talk to customers about digital offerings that deliver faster turnaround times with the highest possible quality at very competitive rates. As a result, the company is acquiring at least two new clients a week, which Rothstein attributes largely to the capabilities that the DI press brings to the shop.

Carleton also produced a direct mailer sent to local graphic design firms, advertising agencies and PR firms to promote the capabilities of the DI press, which Rothstein indicates has generated a good response. He adds, “We held an open house, as well, and Presstek supported us to help make it a spectacular event.”

Rothstein concludes, “This company has just scratched the surface on its ability to grow. By adding advanced capabilities such as those offered by the DI press, we are well on our way to reaching our full potential.” ■



By combining easy-to-use online print procurement tools with the speed and quality of its DI press, Carleton is able to promote extremely high levels of customer service and satisfaction.

For information about Presstek digital solutions, or for a schedule of demonstrations, visit

www.presstek.com
or call 1-800-524-0003 x3599.

