

CASE STUDY: Contact Printing & Mailing—Raising the Bar with Presstek DI®

Company

Contact Printing & Mailing, Ltd., Vancouver, BC

Profile

This Canadian \$2.5 million company employs 15 and is focused on the production of high quality, fast turnaround color printing.

Challenge

Contact Printing had an aging 5-color conventional press that needed to be replaced.

Solution

A Presstek 52DI digital offset press

Results

- 25 percent improvement in productivity
- Faster turnaround
- Improved quality
- Simplified workflow
- Less waste

Leveraging a Presstek 52DI Digital Offset Press for Business Growth

Contact Printing & Mailing was founded in 1981 and is owned and operated by partners David Brown and Bob Gibson. Located in Vancouver, British Columbia, Canada, Contact is the largest full-service print shop on the city's North Shore. The company serves customers in British Columbia and Washington state.

"We started as a single-color shop," says Brown, "and worked our way up to being a full-color printer. We had a 5-color Heidelberg GTO press we needed to replace and began to look at various options in the market to address those needs." The shop also has two 2-color presses with a CTP system.

While Contact gave strong consideration to purchasing a new conventional press from Heidelberg, the company also was looking for ways to streamline its workflow and deliver the faster turnaround its customers were increasingly demanding. That's when Contact heard about the Presstek 52DI digital offset press. Brown comments, "We decided to acquire a DI press because we had the sense that it would make our lives simpler." With 90 percent of the company's revenues generated by offset, Brown also believed the 52DI would be a good complement to the company's two-color presses and Xerox DocuColor 5252 digital copier.



Partners David Brown (left) and Bob Gibson (right) with the Presstek 52DI and their pressman. By replacing their conventional multi-color press with the 52DI, their pressman is able to produce more work every shift, with faster turnaround and higher quality.

Excellent Productivity

With several months of DI production under their belt, Brown and Gibson believe they made the right decision in acquiring their Presstek 52DI. "The press has allowed us to significantly improve our turnaround time," says Brown. "In addition, our pressman, who previously ran the 5-color press, can do more work on the DI in one shift than he could on the 5-color. In fact, we see about a 25 percent productivity improvement." Contact's customers also appreciate the improved quality they see with the DI's 300 lpi printing, compared to the 175 lpi delivered by the conventional press. Contact also prints art

Continued on reverse

Case Study:

Contact Printing & Mailing—Raising the Bar with Presstek DI *Continued*

books and small run books that benefit from the higher resolution that DI offers.

Reduction in waste is also important to Contact Printing & Mailing. Brown points out that not only does the DI press require less makeready sheets than its five-color press, but it also has a plate-saver function for a job with a small image area. “You image it, and advance just what you need for the job, saving plate material. Let’s say you’ve got a 14-inch length

on your plate and you’re only using seven inches. If you turn on the plate-saver, it only images the necessary seven inches and saves the other seven inches for the next job. If you’re saving just two

inches per job over 44 jobs, that’s 88 inches of plate material you can use to print more jobs per roll of plates.”

The compact footprint of the 52DI is also a benefit in Contact’s space constrained environment. “We wanted to stick with the familiar 52 cm format and a comparable conventional press would have consumed a lot more space.”

Fast turnaround, enabled by the 52DI’s automation and waterless print process, is also a big benefit for Contact. Brown says, “With the DI, turnaround is so much quicker. With its fast drying time, we can print and deliver in the same day. With conventional offset, we have to let it dry overnight before finishing.”

Contact finds the break-even point for DI printing versus toner-based

printing to be less than 500 pieces, but has used it for runs as short as 100 when the client needed offset quality.

Simplified Workflow and Reduced Environmental Footprint

Life is simpler at Contact Printing & Mailing with the Presstek 52DI press. This one acquisition has increased the company’s capacity, reduced its turnaround times and brought a new level of quality to its printing services. “We also appreciate the environmental benefits of the press,” adds Brown. “Its waterless printing and chemistry-free platemaking have helped us reduce our environmental footprint, an achievement that is important to both us and to our customers, especially in Canada. We believe this press represents the future of offset printing.” ■



Contact Printing & Mailing's Web site features the capabilities and competitive pricing offered by the Presstek 52DI digital offset press.

“Our pressman, who previously ran the 5-color press, can do more work on the DI in one shift than he could on the 5-color. In fact, we see about a 25 percent productivity improvement.”

“With the DI, turnaround is so much quicker...we can print and deliver in the same day. We believe this press represents the future of offset printing.”

For information about Presstek digital solutions, or for a schedule of demonstrations, visit www.presstek.com or call 1-800-524-0003 x3599.

