

CASE STUDY:

EFSC—Streamlining In-house Four-color Printing



Subject:

Eastern Florida State College
Collegewide Printing & Graphic Services

Profile:

A full service printing and graphics department for the college's four campuses

Challenge

Replace existing conventional offset equipment with a more streamlined and economical way to produce four-color printing, while raising the quality of output, as well

Solution

A Presstek 34DI digital offset press

Results

- Eliminated off-press platemaking and the associated time, chemistry, and expenses
- Went from hours of set-up time for a four-color project to just ten minutes on average
- Increased capacity and capability to produce nearly all of the college's print needs
- Transferred work from color copying to four-color offset, raising quality and saving thousands of dollars in click charges
- Reduced outsourcing to just a few high volume jobs

A Presstek 34DI Enables Faster Turnaround, Reduced Costs, and Higher Capabilities for Collegewide Printing & Graphic Services

Eastern Florida State College serves over 30,000 students in Florida's Space Coast Region, on four campuses in Cocoa, Melbourne, Palm Bay and Titusville.

Collegewide Printing & Graphic Services (CWP&GS) is a full service graphics and printing department.

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Its operations, located on the Cocoa Campus, include graphic design, offset printing, digital printing and copying, wide-format printing, and complete finishing and binding. All of the four campuses' printing needs pass through CWP&GS.

By installing a Presstek 34DI press, the department dramatically streamlined the overall production of the college's four-color printing, significantly shortening its turnaround times and reducing costs, while also raising the quality of its color communications. The Presstek 34DI replaced four pieces of aging equipment with one new, highly efficient digital offset system.

Looking for a Smarter Way to Print

Jo Ann Noth, CWP&GS Director, explains that prior to installing the DI® press, the department operated two 2-color, small format presses. "In order to produce four-color work we had to make two passes through a press, or four if it was printed on two sides," she notes. On the front end, the department made polyester plates on an Agfa Accuset 1200 imagesetter and Pro Star processor. "When you add the cost of time and waste from the presses with four passes, plus the hassles with plates and chemicals, we were forced to look for a more economical way to produce fast, good four-color output."

The department learned about the features and advantages of Presstek DI presses while exploring options at tradeshow. CWP&GS was attracted to the all-in-one design of the DI press because it allowed for an upgrade of the department's four-color output without having to invest in a new CTP system. "Our goal was to find a system that would allow us to quickly set up and print four-color," says Noth. The department also liked that the chemistry-free on-press platemaking and waterless printing would help the college reduce its environmental footprint. "Before the DI, we had a 55 gallon drum behind our building for plate chemicals and the college had the expense of disposing the hazardous waste," Noth recalls. "Now, it's no longer necessary."

Continued on reverse



Senior Press Operator Matthew O'Brien (holding press sheet) and Pre-Press Coordinator Doug Bryan with CWP&GS's Presstek 34DI press

"With the DI, we are up and running in ten minutes. Because the DI is digital, it's always in registration. By the tenth sheet, we have sellable color."

"We have upgraded many jobs from color copying to DI printing. In just the first six months after installation, we saved the college \$19,000 in color copy meter clicks."

"The Presstek 34DI meets all of our goals and then some...the DI performs beyond expectations."

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Continued

Implementing the Solution

CWP&GS acquired a new Presstek 34DI. While the press operators had years of offset experience, this was the first DI press for both. Noth says, "Within a week of the installation, our press and operators were working at their full capacity and capabilities."

"The Presstek 34DI meets all our goals and then some," Noth reports. The two-color presses had required several hours of set-up time for a four-color job. "Now, with the DI, we are up and running in ten minutes," she says. "Because the DI is digital, it's always in registration. By the tenth sheet, we have sellable color." This quick set-up has enabled CWP&GS to meet one of its ambitious goals: Work in by 7:00 a.m. is printed and out for delivery the same day. "We meet that goal 99.9 percent of the time," Noth now boasts.

Because of this quick set-up, CWP&GS has saved more than just time. "We have reduced paper waste, and we have upgraded many jobs from color copying to DI printing. In just the first six months after installation, we saved the college \$19,000 in color copy meter clicks." Noth explains that run lengths of 500 or more go on the DI press. Stock also often determines when a job is best run on the DI. "It does a much better job with gloss, linen and laid papers," she points out.

Reduced Outsourcing, Increased Capabilities

In addition, the college has been able to all but eliminate outsourcing of its offset printing. "We print envelopes for nearly every department on all the campuses," Noth says. "The ease of setting up for envelopes on the DI means that we can print all the envelope orders in-house, while they previously had been outsourced." She cites the college's graduation program publication as another example. "We've grown a great deal over the years, and we had to send the program out for printing when it came to exceed our capacity. Now, we print our graduation program in-house," she explains. "In fact, the only jobs currently outsourced are our college catalog, which is printed on a web press on newsprint, and the student handbook."

The DI press has delivered an additional benefit to the department's graphic designers. Noth says, "It has enabled us to broaden our skills and design using more ink coverage. Before, we had to be concerned with using too many solids or screens on the old presses because they could only carry so much ink. With the DI, we've had no such issues with our designs and we've seen a dramatic difference in the creativity and level of work from the designers."

From its installation, which Noth describes as "flawless" with "exceptional trainers," to its continuing performance and benefits after the first year of operation, "the DI performs beyond expectations," she concludes. ■

