

## CASE STUDY: Fotoprint, Ltd.— Focus on Technology

### Company

Fotoprint, Ltd., Victoria, British Columbia

### Profile

A commercial printer specializing in quick turnaround printing, Fotoprint counts a large number of graphic designers and other web-savvy communication professionals in its growing customer base.

### Challenge

Provide high quality, four-color offset printing and keep its commitment to provide 24-hour turnaround and highly competitive pricing, with an environmentally sensible process

### Solution

A Presstek 34DI press

### Results

- Ability to turn around orders within 24 hours of receiving a customer's files
- Consistent high quality four-color offset printing
- All-digital workflow from files to printing
- New business opportunities
- Chemistry-free offset printing and reduced paper waste

## Delivering the Highest Quality and Best Service with Presstek DI®

“We are a short-run, small-format printer,” says Derek Allan, President of Fotoprint in Victoria, British Columbia. “The name goes back to when we used photographic methods to print. While the name doesn't fit us today, it is a well-known brand.”

Fotoprint has served businesses and organizations of all sizes on Vancouver Island since 1975. Today, with a staff of more than 30 employees and a digital workflow that includes a 34cm Presstek DI press for four-color offset printing, the company is reinforcing its reputation for dependability. Allan describes the character of his business: “We charge what we estimate; we complete printing on time; and we deliver promptly—within 24 hours or faster.”

In a world where instant information on the Internet, overnight shipping, and online business is the norm, Fotoprint is riding the curve by adopting the digital technologies that now drive the industry. With nearly 100 percent of jobs coming to the company electronically, most via the Internet, Fotoprint needed as much automation as possible so that it could accept any job and meet its parameters.



*Fotoprint's Web site provides customers with easy-to-use tools for pricing, planning and submitting files for printing. The company's front office serves as an electronic customer service center, handling a continuous flow of work submitted via the Internet. Presstek DI provides real offset-quality printing in this fast-paced, all-digital business model.*

Fotoprint is committed to its business standards. When Allan and his team learned about Presstek DI, they knew it would help the company meet those commitments. Additionally, with chemistry-free imaging and reduced makeready waste, the Presstek DI press helps Fotoprint meet its commitment to operate in an environmentally sensible manner. Underscoring this commitment, Fotoprint is a CleanPrint BC certified printer.

Fotoprint runs 70 to 100 jobs every day using a mix of toner-based and offset printing equipment in which the DI press plays a central role. “At any one time, we have 350 to 400

*Continued on reverse*



**Fotoprint prides itself** on being a CleanPrint BC certified printer. CleanPrint BC is a non-profit partnership comprising members of the printing industry, including printers and suppliers, as well as representatives from municipal, provincial, and federal governments. The ultimate goal of CleanPrint BC is to support improved environmental management practices in British Columbia's flexography, screen and offset printing operations, resulting in improved protection of the environment and human health while maintaining economic competitiveness.

Fotoprint President Derek Allan says, "Fotoprint's CleanPrint certification was a logical step in the company's ongoing adoption of 'green' printing practices. For years, we've been careful about choosing equipment and processes that are good for our customers and our business. Often that includes the environmentally friendly options."

Presstek DI is helping businesses worldwide print in a more environmentally responsible manner with its chemistry-free on-press imaging, significantly reduced amounts of makeready waste, and waterless printing technology that eliminates fountain solutions and reduces VOCs.

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

[www.presstek.com](http://www.presstek.com)  
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## Case Study: Fotoprint, LTD – Focus on Technology *Continued*

jobs in the queue, yet we have less than a one-half of one percent error factor. The Presstek DI press is critical to our ability to maintain this demanding pace," Allan says. "In fact, the DI press has enabled us to say 'yes, no problem' to any job that comes in."

This is important in a highly competitive environment such as Vancouver Island. Allan points out that with over 10,000 businesses on the island, it is an attractive market for printers of all sizes, including large local and mainland print suppliers. "Our strategy," he explains, "is to grow our business one customer at a time by delivering a combination of the highest quality and best service. Our DI press enables us to execute that strategy." Fast turnaround color printing on the DI is now the fastest growing segment of Fotoprint's business.

While Fotoprint doesn't want to compete with the large printers who have targeted Vancouver Island, the company has attracted their attention nevertheless. "Since I acquired the DI," he reports, "I am finding that I get more referrals from printers with big presses when they get requests for small jobs that they can't produce economically. We are even looking at expanding our reach to the mainland, in both British Columbia and Alberta. By leveraging our Internet-based job submission tools, digital workflow and DI press, we believe that larger geographic market is our next growth opportunity." ■

**"At any one time, we have 350 to 400 jobs in the queue...The Presstek DI press is critical to our ability to maintain this demanding pace."**

**Presstek 34DI  
Direct Imaging press**

