

CASE STUDY:

Innovative Ink—All About Customer Service and Support



Subject

Innovative Ink, Lakeland, Florida

Profile

A full-service printing, mailing and marketing communications firm

Challenge

Add in-line aqueous coating in the company's limited pressroom space, and retain all the features of its DI® press

Solution

A Presstek 52DI-AC digital offset press featuring in-line aqueous coating

Results

- Added the capabilities of spot and flood aqueous coating without the need to expand production space
- Enhanced quality of printed products
- Faster time-to-completion and lower cost than varnishing
- Higher productivity in the bindery and mailing operations
- Competitive advantages and product differentiation in the marketplace

Presstek 52DI-AC Best Serves Customers' Needs While Also Raising Productivity

Since 1985, Innovative Ink has prided itself on being a locally-owned, one-stop printing, graphics and mailing resource for the Lakeland, Florida, area's business community. It built up its business with a focus on serving the short-run, high-quality, four-color printing needs of its market with competitive pricing and superior customer service. Significant portions of its customer base have always been ad agencies and print brokers who rely on the company for affordable short-run color orders.

Today, the company is committed to helping its customers and the local business community grow. "We stress supporting our community and those who support our business," says Chuck Parkinson, the company's president.

To ensure that Innovative Ink can always meet all of its customers' marketing communications needs, the company has continuously added skills and equipment in all areas of production. Offering complete bindery and finishing capabilities is an example Parkinson points to. "Customers can get a finished job the same day the file comes in the door," he says, "even if it requires laminating or spiral binding." Today, a recently acquired Presstek 52DI-AC with in-line aqueous coating helps the company fulfill its commitment to provide all the in-house capabilities that its customers require.

Needing a Lower Cost Four-color Strategy

"About 2007, our core market of on-demand short-run color went into hyper mode and prices came down," says Parkinson. For years, Innovative Ink had produced high quality four-color products using a two-color 52cm conventional press. "But we could no longer complete jobs fast enough, nor make a good profit that way. A DI press seemed to be the best solution for Innovative Ink," he says. In 2008, Innovative Ink purchased and installed a Presstek 52DI press.

The ability of the DI press to print high quality color at 300 line screen with waterless printing, and the ability to meet fast turnaround demands and be profitable in run lengths from 500 to 20,000, made a DI press the right equipment to serve the company's core market. Because the company was keeping its two-color press in service, the DI's compact footprint was also a plus for the company. "A conventional four-color press would have forced us to expand the pressroom into our warehouse," Parkinson notes.

Continued on reverse



"There just isn't room for a conventional offset press with a coater," says Innovative Ink's Chuck Parkinson. By upgrading their capabilities with a Presstek 52DI-AC, shown above with press operator Justin Schultz, the company is able to offer high quality printing with in-line aqueous coating— without expanding or reconfiguring their facility.

"Jobs that we had been adding varnish to will look better and be much more profitable for us, cost-effective for the customer, and faster to completion on the 52DI-AC."

"We can flip jobs over much faster and virtually cut and finish right after they come off the 52DI-AC."

"The 52DI-AC's high quality 300 lpi color and aqueous coating separates us from the field."

Case Study:

Innovative Ink—All About Customer Service and Support

Continued

Aiming to Further Improve Quality and Service

Recently, the company wanted to take their capabilities to a higher level again and looked at their customers' needs. Innovative Ink made the decision to add aqueous coating capabilities. "We had a number of clients who regularly use satin stock, which tends to scuff, and half of our print orders end with us providing mailing service. We wanted a way to protect these items better than varnishing, which required a second set-up and press pass," Parkinson explains.

After seven years of success and satisfaction with its 52DI, the company made the decision to upgrade its DI press to a 52DI-AC model, which features an in-line coater. Again, its compact size was an important factor. "We are always investing in new equipment and technology," Parkinson says, "and there just isn't room for a conventional offset press with a coater without making additional production space."

The in-line coating model has proven to be an asset to both the company and its customers. Parkinson explains that while varnish requires a knock out on a mail piece for the address area, they now can address mail items over a flood aqueous coating and, unlike using varnish, they can easily coat both sides for a uniform and higher quality appearance. "Jobs that we had been adding varnish to will look better and be much more profitable for us, cost-effective for the customer, and faster to completion on the 52DI-AC," he says.

Higher Efficiency from Press to Bindery to Mail

In-line aqueous coating capability has sped up production in other ways, Parkinson points out. "With the coating and rapid drying, we can flip jobs over much faster and virtually cut and finish right after they come off the 52DI-AC. Our days of waiting 20 minutes to turn sheets on a short-run are over. This is both a plus for our customers and our productivity," he reports. The capability to coat has also positively impacted bindery operations. "I have received comments from the bindery," he continues, "regarding how fast the dry time is and how they no longer have problems with solids marking or rollers picking up ink in the folders and booklet makers."

Parkinson is very pleased to have retained all the features of the DI while adding aqueous coating. He cites an example of a series of publications they produce for a New York City university that has a difficult maroon on all the pieces. "With the DI, we match the color perfectly on all the pieces in both small spots and large solids. They're printed on satin stock and with aqueous coating now to protect them we don't have to adjust the color as we did when we used varnish, and we complete them much faster and more economically," he says.

"We are in the process of creating advertising pieces to show potential customers the advantages and possibilities of AC printing with our DI press. The 52DI-AC's high quality 300 lpi color and aqueous coating separates us from the field," Parkinson says. "Our sales team is excited to have the coating capability, and customers have said, 'Wow...my job looks fantastic!'" ■

