

CASE STUDY:

J'imprime—Presstek 52DI® Brings Short-run Advantage and ROI

Company

J'imprime, Plérin, France

Profile

A commercial printer specializing in sheetfed and large-format printing, J'imprime recently entered the short-run print market.

Challenge

Demand for short-run printing in the region was not being met and represented an excellent opportunity, yet J'imprime needed the right technology to turn this strategy into a profitable reality.

Solution

A Presstek 52DI® digital offset press

Results

- New competitive edge as a specialist in short and medium high quality print runs
- Increased productivity has tripled J'imprime's print volume
- Eliminates the need for chemical developers
- Reduced waste and ink consumption
- Capability to do projects that cannot be handled in 32 x 45 cm (12.6" x 17.7") format
- Lowest average cost per page for 250 to 10,000 impressions



J'imprime's Roland Briens and René Constantin with their Presstek 52DI. "The press is allowing us to move into new markets," they report.

DI® Delivers Impressive Business Benefits and Expanded Market Reach

Small but ambitious, J'imprime had an established reputation as a specialist in sheetfed and large-format printing, handling everything from flyers, personalized direct mail and point-of-sale advertising materials to business cards and stationery.

When the company's co-founders and directors, Roland Briens and René Constantin, began to analyze a new growth strategy, short-run work represented a lucrative and untapped opportunity. This led them to examine the Presstek DI advantage for cost-effectively and easily integrating short-run printing as a new offering. J'imprime installed a Presstek 52DI digital offset press in early 2007. Now, the firm is on the fast track to increased growth and market share by offering high quality short-run work. The owners offer this recap of the benefits and ROI realized during the first year of operation.

René Constantin explains: "The Presstek 52DI press is the perfect solution to meet the need for cost-effectiveness, increased productivity, superb print quality and reduced waste. We've achieved these advantages at an affordable price, and have found that the press is already paying for itself and allowing us to move into new markets."

Since the installation in May 2007, J'imprime has tripled its print volume and is now recognized as a specialist in short and medium print runs. The acquisition fulfills J'imprime's digital strategy and enables the firm to expand beyond traditional sheetfed printing and extend its market reach. In particular, the Presstek 52DI has expanded J'imprime's capabilities to take on projects that cannot be handled in 32 x 45 cm (12.6" x 17.7") format.

Continued on reverse

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"J'imprime, and especially our customers, are very satisfied with the quality of output and exceptional results."

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

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

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Continued

Saving Money and the Planet

The "green factor" of the Presstek 52DI digital offset press also appealed to J'imprime, which has a strong commitment to environmentally-friendly production and has received the "Imprim Vert" label for its "green" practices.

"The 52DI has eliminated the need for chemical developers," says Mr. Constantin. "There are no toxic chemicals to store, and we have less waste to dispose of. And, the ink consumption is very reasonable."

The remarkable efficiency and exceptional quality of the Presstek 52DI comes from the synergy between three unique Presstek technologies: the press design, laser imaging, and chemistry-free thermal plates for waterless offset printing. An automated 52 cm landscape sheetfed four-color offset press, the Presstek 52DI combines the efficiency of an all-digital workflow with the versatility and quality of a conventional four-color offset press. It eliminates the cost of a separate imaging process and the additional steps associated with off-press platemaking. Print-ready digital files are sent directly to the press, where plates are automatically advanced and mounted on the cylinders and imaged simultaneously.

J'imprime's investment in Presstek technology has established the company as a leader in profitable short-run work while delivering a tangible return on investment. The company is well positioned for further growth and handling an ever-increasing demand for its services. "J'imprime, and especially our clients, are very satisfied with the quality of output and exceptional results," concludes René Constantin. ■

Presstek 52DI
digital offset press

