

CASE STUDY: Kwik Kopy–Scottsdale — Building a Profitable Future

Company

Kwik Kopy Printing, Scottsdale, Arizona

Profile

Franchise with six employees offering toner-based digital printing, as well as offset printing.

Challenge

With three different platemaking systems to support their offset presses, the franchise owners wanted to consolidate platemaking and integrate it with their existing EFI Command Workstation workflow. They also wanted to eliminate chemistry while delivering the quality and fast turnaround times their customers have come to expect.

Solution

Presstek Vector TX52 CTP with chemistry-free Freedom Plates; Presstek Workflow/RIP

Results

- Consolidated platemaking into one system
- Eliminated platemaking chemistry and associated costs
- Improved press operator productivity by 40 percent and prepress productivity by 15 percent
- Have sustained productivity and throughput gains for over 18 months following installation, without adding headcount
- With Presstek's Workflow/RIP, the Vector TX52 was easily integrated into an existing EFI Command Workstation workflow

Imaging chemistry-free Freedom plates, the Presstek Vector TX52 offers easy-to-use features, including an automated internal water wash.

A Presstek Vector TX52 is the Right CTP Solution for this Franchise

Tony and Ruby Cordova bought an existing Kwik Kopy Printing Center in Scottsdale, Arizona, six years ago and have nearly doubled the size of the business since then by focusing on exceptional customer service and staying current with technology. They offer a blend of offset and digital printing services, utilizing color and black-and-white toner-based systems, as well as a pair of two-color offset presses.

“With a Vector TX52, you gain efficiency and productivity while improving quality, and you can put a pencil to that.”

The Cordovas had three different methods for making plates for their offset presses. While the three solutions offered a range of options, it also meant they had to support three different types of chemistry and three different platemaking workflows. It also made estimating jobs more complex.

On the toner-based side of the business, the Cordovas' team is exceptionally skilled in utilizing EFI's Command Workstation for job preparation, and they were interested in leveraging existing Command Workstation workflow to streamline platemaking, as well as better integrate the offset side of the business with their EFI PrintSmith MIS software.

A Presstek Vector TX52 CTP system with Presstek's chemistry-free Freedom® plates and Presstek's Workflow/RIP has proven to be the right solution.

Choosing the Right Solution

Tony Cordova says, “I knew I needed to purchase certain types of equipment to ensure that our business would continue to grow, and a metal CTP solution was one of those. We were

feeling pressure to stay current with technology, with ten printing companies in addition to our own located in our immediate vicinity.

Cordova reports that he and his team did a tremendous amount of research, looking both at what was on the market

and at future systems being developed by several vendors.

Continued on reverse



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Continued

Their goal was to keep their press sizes no larger than 14" x 20" yet still be able to produce high quality, using a single plate-making system, preferably chemistry-free. The Cordovas chose the Presstek Vector TX52 with Freedom chemistry-free plates.

The Efficiencies of Chemistry-free CTP

As the Cordovas assessed their existing systems and planned for the future, one thing was clear: they would gain significant efficiencies by eliminating chemistry-based processes. The management and disposition of chemicals was an issue for the Cordovas, with chemical disposition costs well in excess of \$1,500 annually. And with three platemaking methods as well as digital printing, there were so many different workflows that it was impossible to gain the production efficiencies that could be achieved with one unified workflow.

Tony Cordova adds, "Sometimes our designers also make plates and are often interrupted to produce new ones if the pressman had an issue on press. This disrupted their primary work of design and file preparation. The need to frequently produce new plates in the middle of a press run also resulted in a tremendous loss of productivity in the press room, as well as increased waste and frustrated our production personnel."

"The Vector TX52 was the only system we found that had the cost benefit of being chemistry-free and still allowed us to grow in the future," Tony says. "It also was the only system we found that could produce a plate for both a duplicator and a 14" x 20" press. The Vector TX52 was the answer to what we needed and is the perfect system for the printing company needing to produce high quality work on 14" x 20" and smaller presses."

With the new system in place, Tony says, "We are using a water rinse instead of platemaking chemistry; and the plates are 100 percent recyclable. It doesn't get any better than that from a green perspective. And, being this environmentally friendly helps us with customers. One of our largest customers is very environmentally sensitive and we are already using soy inks and recycled papers for their work. They are delighted that we have added the Vector TX52."

The Cordovas also report that both their prepress department and pressman are much more efficient. Tony estimates a 15 percent productivity gain in design due to eliminating the disruption caused by making and remaking plates. And the pressman is a whopping 40 percent more productive since the Vector TX52 was installed more than 18 months ago. Tony comments, "With our previous polyester plates, we were

always having to adjust registration because of stretching, both in preparing for a run and during the run, even with as simple a job as 8-up business cards. Now our pressman is confident that when he hangs a plate produced by the Vector TX52, everything will be in register, and he will quickly be up to color with minimal makeready waste." Now, Tony points out, the pressman has time to do the cutting in addition to running the press, and he is much happier and much less frustrated.

Presstek's Workflow/RIP has also been a boon to production efficiency, delivering a unified workflow to the shop. "We were an all-EFI shop on the digital side," Tony explains, "and now we are completely EFI with Presstek's Workflow/RIP. Our team is extremely adept with Command Workstation, taking advantage of almost all its features. When I saw the Presstek Workflow/RIP, I knew our learning curve would be short. Even our pressman, who was not particularly computer literate, picked it up quickly and is making a lot of the plates." Presstek's Workflow/RIP also integrates with Kwik Kopy's EFI PrintSmith print MIS solution, reducing the amount of redundant data entry that had to be done with his previous platemaking systems.

What about competition with those neighboring print shops? "We have leapfrogged the competition in quality and productivity," says Tony. "They are using chemistry-based CTP or film—while we have taken our business to the next level."

Counting the Dividends

"About three weeks after the install of the Vector TX52," Tony recalls, "I had an epiphany. The acquisition of the Vector TX52 was, in a sense, just a reallocation of resources already being consumed by chemistry-related costs and related production inefficiencies, with the added benefit of increasing our overall capacity and throughput. With the Vector TX52, Freedom chemistry-free plates and Presstek's Workflow/RIP, we have seen a significant increase in efficiency and job profitability." And the Vector TX52, he comments, will also support the four-color press he sees in his future.

"This is the best equipment investment we have ever made, period," Tony reports. "In this business, you cannot consider investments in productivity and efficiency as a cost. You must weigh them against the benefits they deliver for the business. With a Vector TX52, you gain efficiency and productivity while improving quality, and you can put a pencil to that." ■

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