

TESTIMONIAL:

VSU—Making the Grade as “Printer of Choice”



Subject:

Valdosta State University
Printing and Copying Services

Profile:

An in-house service providing offset and digital printing, copying and mailing for university departments and campus organizations

Challenge

Position the in-house service to be the most cost-effective source for the university's four-color printing by raising efficiency and quality, while also accommodating a higher volume

Solution

A Certified Pre-Owned Presstek 34DI digital offset press

Results

- Upgraded capabilities within financial confines
- Cost-effective four-color printing in runs from 750 up to 50,000 or more
- Cut four-color production time by as much as 75 percent
- Producing high quality color literature and mailings for an aggressive student recruitment campaign

A Certified Pre-Owned Presstek 34DI Fits the Needs and Budget of VSU Printing and Copying Services

Valdosta State University (VSU) is part of the University System of Georgia and is located in the city of Valdosta near the state's border with Florida. Enrollment is currently 11,200 and the university is conducting an aggressive student recruitment campaign.

VSU Printing and Copying Services provides campus customers with a full range of printing services that include four-color offset, color digital printing, wide format printing, bindery services, and mailing. The recent addition of a Presstek 34DI press has positioned the on-campus printing service to produce in-house the four-color brochures and mailers the university uses in its recruitment drive.

Prior to acquiring its 34DI press, VSU Printing and Copying Services produced four-color printing on a small format two-color press. “It tied up our press, turnaround was slow, and it was not at all cost-effective,” says the department's manager, Drew Burgering. With some work bypassing his operation despite their “right of first refusal,” Burgering aims to be “the printer of choice” for the school. “To be that,” he explains, “we needed a better four-color platform.”

“The quality of the color was very appealing, along with the ease of achieving it with automatic registration and quick makeready.”

Needing Four-color Quality and Efficiency

The need to purchase a four-color press was reinforced when the university set new recruitment goals and quadrupled the Admissions Office's budget. The new recruitment drive would significantly increase the amount of four-color marketing literature and mailings produced by the university, and both Admissions and Burgering wanted to print the work in-house.

With just four employees operating an array of digital, offset and finishing equipment, Burgering needed an easy-to-use, highly efficient, and automated four-color system—one that would not test the skills of his offset press operator, a recent trade school graduate.

Already a Presstek service customer for conventional equipment, Burgering was aware of the time-saving benefits of DI® presses. In addition, “The quality of the color was very appealing,” Burgering says, “along with the ease of achieving it with automatic registration and quick makeready.” On-press platemaking was another plus for his shop. “We could upgrade our offset capabilities without buying new prepress equipment,” he points out.

Continued on reverse



Operator Justin Wiese at the console of VSU Printing and Copying Services' Presstek 34DI. The press was refurbished by Presstek and purchased Certified Pre-Owned by VSU.

“Our DI was a lifesaver. It brought outsourced four-color orders back to campus, saving the university lots of money.”

“With the ease of printing high quality color and the speed of the DI press, we can easily handle the increased number of jobs and volume.”

“My role is to produce printing in the most cost-effective way for the university. For four-color printing, a Certified Pre-Owned DI press has been the best way to do that.”

Testimonial:

VSU — Making the Grade as “Printer of Choice”

Continued

A Recommendation from Another Campus

Also in the University System of Georgia, Columbus State University’s printing service operates a Presstek 34DI. The department’s director, Randall Bramlett, recommended the same model to Burgering. “Our DI® press was a lifesaver. It brought outsourced four-color orders back to campus, saving the university lots of money, and increased our importance and relevance to the university,” Bramlett says. “I saw that a 34DI was a perfect fit for Valdosta State, as well.”

The Certified Pre-Owned DI Solution

Having decided a Presstek 34DI was the right printing solution for his operation, Burgering examined the cost and decided that a Certified Pre-Owned press was the right financial solution. VSU Printing and Copying Services is not an auxiliary enterprise of the university, so it does not carry forward surplus funds or maintain a reserve for equipment purchases. “A Certified Pre-Owned DI press from Presstek was a good solution for us all around,” says Burgering. Presstek held an available press while the department and university worked out the financing.

When VSU issued a purchase order, Presstek surveyed the shop and identified the best location for the press and the electrical modifications that needed to be made. VSU facilities staff completed the electrical work, the press was delivered and installed, and the shop’s press operator was trained. “All of that,” Burgering says, “went very well, and Presstek was great on follow-up, too, whenever we needed them.”

Delivering Exactly What is Needed

VSU Printing and Copying Services is now printing all of its four-color jobs with runs over 750 on the DI, and only needs to outsource an occasional four-color job with a format size that exceeds the 34DI. “By volume and dollars, offset printing is certainly the largest part of our output, with some of the runs on the DI up to 50,000 or more,” says Burgering.

For the Admissions Department, the DI press is delivering exactly what Burgering intended—a cost-effective way to produce the volume and quality of color printing needed in the university’s recruitment drive. “With the ease of printing high quality color and the speed of the DI press, we can easily handle the increased number of jobs and volume,” Burgering says. Asked what a typical job for the DI is, he describes a recent run of 10,000 post cards in three versions for a mailing by Admissions. “Even for larger jobs with longer runs than average, the DI is still a cost-effective solution for us,” Burgering says. He cites a set of recruitment mailers, of which they printed 30,000 to 40,000 each of three.

The shop has cut production time for four-color printing, sometimes to a quarter of what it would have been, reports Burgering. “Saving time saves money,” he says. “My role is to produce printing in the most cost-effective way for the university. For four-color printing, a Certified Pre-Owned DI press has been the best way to do that,” he concludes. ■

