

## CASE STUDY: Multiflow — Expanding Market Appeal with a Presstek 52DI-AC

### Company

Multiflow Print Limited, Bicester, Oxfordshire, UK

### Profile

A 30-year-old commercial printing business, Multiflow is now a £1.3 million operation with 11 employees.

### Challenge

Multiflow needed to elevate the quality of print it produced while also expanding its production capabilities. This would enable the firm to achieve a strategic market shift allowing it to work within a broader range of industries.

### Solution

A Presstek 52DI-AC digital offset press

### Results

- Productivity increased by a 25 percent
- On target for a significant increase in revenue
- New capability to expand production portfolio to win new business
- Increased customer satisfaction

**“Since the Presstek 52DI-AC was installed, our productivity has increased by 25 percent.”**

### New DI® Digital Offset Press Provides A Platform for Growth

**A**fter thirty years as a commercial job-shop printer serving the local community, Multiflow decided the time was right to target new markets. Central to accomplishing its business objectives was the acquisition of a Presstek 52DI-AC digital offset press with an inline aqueous coater.

“We want to be able to grow,” explains Andrew Murdoch, Production Director, “and we needed a press that could help us do that.”



Andrew Murdoch

### Sales Expansion

Murdoch explains that a significant portion of the company's customer base is in the industrial and automotive sectors. “With our new Presstek 52DI-AC in place and the resulting improved cost and quality position,” he says, “we now have the ability to work with a wider variety of clients, including ad agencies and food companies. This is the primary reason we chose to invest in the 52DI-AC.”

In addition to adding the new press, the company added a new member to its sales team. “We want to more aggressively promote what we can do,” states Murdoch. “We needed an extra sales resource to do that. This was an important part of our overall strategy.”

### B3 Flexibility

Multiflow has a solid understanding of the B3 market. “We are a specialist in B3 short turnaround work, and we wanted to raise the quality of print we produce, as well as add coating capabilities. With both run lengths and turnaround times getting shorter, the B3 segment is where the action is. We firmly believe it is the best format for all of the types of general commercial print we deliver, from leaflets to brochures and booklets. B3 has a very crucial role to play, which is why the choice of the Presstek 52DI-AC press was easy for us,” says Murdoch.

Murdoch is quick to point out that the work the company was producing was fine, but he wanted to take it to the next level and make his offering stand out with exceptional results. “The 52DI-AC helped us achieve that and more,” says Murdoch. “Since the Presstek 52DI-AC was installed, our productivity has increased by 25 percent.”

*Continued on reverse*



**Presstek 52DI-AC**

**“The work we are producing on the Presstek 52DI-AC has created a buzz of enthusiasm that has resonated throughout our company and reinvigorated it.”**

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## Case Study:

### Multiflow—Expanding Market Appeal with a Presstek 52DI-AC *Continued*

Key to this uplift in productivity is the waterless offset technology and the high level of automation used by the 52DI-AC. This enables it to handle more short print runs of high quality with fast turnaround times. There is no need for a separate platemaking system—chemistry-free plates are imaged directly on-press in precise register. The 52DI-AC offers the lowest cost per sheet of any technology in the marketplace in runs of 500 to 20,000 sheets, and it takes less than ten minutes to go from digital file to the first sellable colour sheet with resolutions of up to 300lpi or with FM (stochastic) screening.

## Next Generation DI

Having installed a Heidelberg QuickMaster DI Pro ten years ago, Murdoch knew that a DI press could deliver what he was looking for, and within a small footprint that allows him to take full advantage of limited space. “We understand DI and know how it works,” Murdoch states. “We wanted to take advantage of the current generation DI technology. We recognized that it could give us the print results we required without investing in addition platemaking capabilities or worries about the space required for new equipment.”

Other options on the market were considered. “We looked at Heidelberg’s press solutions with offline platemaking, but Presstek offered everything we wanted, in an all-in-one system, at a competitive price,” Murdoch comments. “I particularly liked the exceptional print resolution and the consistency of quality both within each job and from job to job.”

Coating was also important; a glossy finish on the print differentiates Multiflow by increasing the market perception of a good quality product—and it is something the company is being asked for more and more.

## Improved Customer Satisfaction

This ability to raise the level of services and expand the range of applications Multiflow could offer customers with the Presstek 52DI-AC, plus the opportunity to generate new business, was crucial to the investment decision.

It is a decision that has paid off. In addition to the uplift in productivity, customers have recognized the improved quality and broader range of services. “They have been ringing us up and commenting on the quality of the print and the value added by the coating,” states Murdoch. “It’s always nice when customers call with positive feedback! We are delighted they have noticed the difference. The work we are producing on the Presstek 52DI-AC has created a buzz of enthusiasm that has resonated throughout our company and reinvigorated it.”

The company is reaping other rewards, too. “We now go out and market our capabilities with confidence, knowing that we can meet any customer’s expectation competitively and profitably,” concludes Murdoch. ■

