

## CASE STUDY: PrintPapa—A Silicon Valley Success Story

### Company

PrintPapa, Santa Clara, California

### Profile

Two brothers left the high tech world for self-employment and now offer full-service printing to retail, corporate and trade customers.

### Challenge

PrintPapa needed a more cost-effective and efficient way to produce high quality four-color work, as well as a better plate production method for its conventional one- and two-color presses.

### Solution

- Presstek 34DI® digital offset press
- Presstek Dimension Excel chemistry-free CTP system

### Results

- Building a profitable four-color printing business
- Supporting one- and two-color presses with chemistry-free plate-making
- Attracting and retaining high-end corporate customers with demanding needs
- Providing high quality affordable printing to the trade with solid profit margins
- High levels of press and prepress automation, combined with solid training and support, makes it easier to find, train and retain qualified operators

## Achieving Their Vision with Presstek DI Press and CTP Solutions

Starting as a mailbox store franchise offering copying services, PrintPapa has grown in a just a few years to include full-service graphic production and printing capabilities. Its success, in large part, is attributed to the company's installation of a Presstek DI® digital offset press.

In 2003, Shawn and Paul Nag were ready to move on from their software engineering jobs with a leading high tech firm. They wanted to start a

**"The Presstek 34DI press is by far one of the most profitable investments we have made."**

business of their own. "We bought into a mailbox store franchise as a start," explains Shawn Nag. The operation included black-and-white and color copiers, giving the Nag brothers their first experience in selling print.

As the business grew, the brothers found it was increasingly focused on printing and copying. They outsourced large jobs. "That strategy had issues," explains Shawn. "It was hard to control quality and schedules, and the cost in most instances did not give us a sufficient profit margin. Because of these issues and difficulty finding a reliable local print supplier, we decided to start our own printing business. Thus, PrintPapa was formed late in 2004."

A printing business was closing and the brothers acquired it at a good price. "We basically bought the customer base," says Shawn. "Most of the equipment was old and needed to be repaired or replaced. We had no experience in offset printing. The first offset press I ever saw was in this shop."

*Continued on reverse*



Employees of Print Papa have a bright future, thanks in large part to the capabilities of their Presstek 34DI press. Owners Shawn and Paul Nag are attracting and retaining customers with the combination of high quality work and competitive prices.

## Case Study:

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Continued

To start, the brothers acquired two used presses—small format two- and four-color presses. For prepress, they acquired a new Presstek Dimension Excel chemistry-free CTP system. “We did not want to deal with chemistry,” Shawn says. “We also liked metal plates because of the quality and durability they deliver. This turned out to be a great solution for us.”

## Putting the Nightmares to Rest

As their four-color business grew, the Nag brothers found that printing was not as easy as they thought it would be. “In fact,” remarks Shawn, “almost every four-color job was a nightmare. With our conventional four-color press, we had difficulty registering, bringing jobs up to color, and matching proofs. The initial setup sometimes took two to three hours. It was difficult to find or train qualified press operators. After about six months, we realized it was time for a change.”

When the Nag brothers went to a trade show to look at options, they turned to Presstek again. “When we saw a Presstek 34DI digital offset press in action at the show, we knew we had found the right answer,” says Shawn. “We knew that our toner-based presses were not cost effective for the longer four-color runs we needed to produce. In spring 2007, we purchased a Presstek 34DI and have never looked back.”

## Achieving the Vision

At the time, Shawn points out, the firm’s existing four-color volume did not justify the purchase of the DI press, but the brothers had a clear vision of where the press could take their business. They began promoting the capabilities of the DI press in their newsletters and emails, and by talking to customers. They created a print sample kit that could be ordered online. “In 2008,” Shawn says, “we started bringing in additional business by providing high-quality printing to the trade.”

The Nag brothers put their software engineering skills to use, building two separate web sites, PrintPapa.com for retail customers and a password protected site, PrintPapaTrade.com, for trade customers. Each site has its own associated workflow. PrintPapa also added an offline UV coating system and is now providing UV coating services to a number of printers and copy shops in the San Francisco Bay Area.

“As our business has grown,” comments Nag, “we have also upgraded our toner-based engines, providing us with a production portfolio that meets a very wide range of customer needs. We produce plates for our two-color press with the Dimension without fuss. We have no problems finding qualified staff to operate the DI and our toner-based presses. Jobs of more than 1,000 sheets automatically get



*PrintPapa's web sites aggressively promote the company's services and products to both retail and trade customers. Among a variety of marketing strategies, prospective customers can order a sample kit that features a range of products printed on the Presstek 34DI press.*

printed on the DI press, but we have used the DI press for runs as low as 200 sheets depending on the job requirements. These include ganged orders for the trade, jobs that require the DI's higher quality, and those that print on heavy stocks.”

Shawn is active in online forums for DI press users. “They have been a great tool for us to share information with other DI press operators and owners,” he remarks.

## Excellent Investment

The DI press has been an excellent investment, according to Shawn, who explains, “The DI has brought in a lot of business, especially in this economy, where one- and two-color printing is on the decline. Customers who previously specified Pantone™ color inks now are happy with four-color printing at a much lower cost. The DI solution has helped us retain a lot of our corporate clients in a difficult economic environment, while at the same time allowing us to be very competitive and profitable. Our press operator is now able to complete ten to twelve jobs in a shift. Even with breaks, he is able to leave by 6 p.m. and is not dead tired from fighting issues with our conventional press. Had we not acquired the DI, we would never be able to print color as consistently and profitably as we do now. Overall, the Presstek 34DI press is by far one of the most profitable investments we have made, and we are proud to be owners of this amazing press.” ■

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

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or call 1-800-524-0003 x3599.

