

## CASE STUDY:

# Texoma Print Services - Presstek 75DI Brings Dramatic Change



Front (L to R) Russell Marcum, Robby Syler, Kolton Price, Kerry Prince, Rick Onstott, J.D. Hashert. Back (L to R) Candice Hamm, Sue Wells, Susan Cummins, Hailee Marcum, Tracey Underwood, Tammy Waggoner, Leah Waggoner.

### Company

Texoma Print Services  
Durant, OK

### Profile

Founded in 1979 as a business forms printer. Today, Texoma is a full-service commercial printer delivering a range of products and services to businesses in southern Oklahoma and north Texas.

### Challenge

Texoma was looking for a solution that would upgrade its quality and service level while maintaining their small environmental footprint. The company also wanted to increase the range of applications they could produce and reduce the amount of work being outsourced.

### Solution

- 5-Color Presstek 75DI digital offset press with coater

### Results

- Ability to provide same day service
- Expanded print services
- Improved print quality to 300 lpi
- Reduced outsourcing by 90%

## Increased Quality, Expanded Service Offering, Reduced Outsourcing

**T**exoma Print Services began as Texoma Business Forms (TBF). Founded by Don Marcum in 1979, the company provided all types of graphic communication, forms, multipart, forms, promotional products, inventory management and related services for businesses in southern Oklahoma and north Texas. Today, the company is a full-service commercial printer managed by Director Russell Marcum and owned by the Choctaw Nation of Oklahoma. Texoma employs 15 people and generates revenues of more than \$7 million annually.

### Exceeding Expectations

“We have been completely blown away by the quality of work delivered by our new Presstek 75DI,” says Texoma’s Robby Syler. “There is no comparison between jobs we ran at 150 lpi on our older QMDI and the 300 lpi quality we can get from the 75DI. Also, its larger sheet size and the wider array of stocks it can accommodate, from onion skin to 31 point board, means we can also vastly expand the range of applications we produce in house. In fact, we believe that we will be able to retrieve about 90% of the work we have been outsourcing, and that will fill the press. Its ability to run 23"x29" or 20"x26" press sheets covers a huge chunk of our business. And we are also going after new customers and more work from existing customers now that we have this amazing capability on our floor.”

Especially because Texoma had already had exposure to DI presses, the learning curve for the 75DI was easy. “Within two weeks of the install, not only was our pressman trained, but we were running high quality production work,” Syler adds.

### Time is Money

One aspect of the 75DI press that excites Texoma is its 6-minute job-to-job changeover. Syler explains, “As a small printer, turn time can’t be an issue for us. We tell customers that if we receive a file by 9:30 AM, the job can be completed in the same day. We will rework our schedule if necessary to accommodate that need, or work overtime, but we will not lose a job because of turn time. And the 75DI is the key to our ability to live up to that promise and why we are so crazy about the 75DI. Customers often get an ‘I’m sorry’ when they approach other printers with these last minute requests, but they don’t get that from us until we have exhausted every possible option.”

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Continued



(L to R) Russell Marcum,  
Director, Kerry Prince,  
Production Manager

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### Happy Customers

“Our customers are thrilled with the increased quality,” Syler says. “Many of them notice it right away. They can see the difference in their logos as compared to earlier work. They are very impressed by how much cleaner and crisper their images are and how much brighter the colors are.”

### Finding New Customers

Texoma already has an impressive customer list, including such well-known names as Texas Instruments, Caterpillar, InnerWorkings, Chickasaw Nation, first United Bank of Oklahoma and a number of casinos. The company plans to add to that list as a result of the acquisition of the 75DI. Syler says, “This press gives us an increased level of credibility in the marketplace that we didn’t have before. We have always been versatile and quick to respond, but the 75DI allows us to take that to an entirely new level. We are 1.5 hours from Dallas and 2.5 hours outside of Oklahoma City. That keeps our overhead down, but we are still close enough to major metros to respond quickly. Now, with the Presstek 75DI, we have the muscle to do some things we couldn’t do before. We’re excited about the market differentiation it gives us and looking forward to winning more deals as a result.”

### Kids in a Candy Store

“We were very proud the day we produced our first pocket folder in house,” Syler commented. “We were like kids in a candy store. This allows us to save some time, be more profitable, and better schedule converting time.”

Syler also points out the advantages of the in-line aqueous coater which increases durability of items which normally undergo abrasive conditions, such as pocket folders and postcards. Currently the company is primarily applying flood coating, but is looking forward to adding spot coating to customer jobs in the future. “The fifth color is also helpful,” says Syler. “We can easily add a special logo color right in line. And with the coater and dryer, everything is ready to go to finishing when it exits the press.”

### Protecting the Environment

The Choctaw Nation has spent the last five years working through environmental issues and is out front speaking loud and proud about it, according to Syler. “It would have been hypocritical of us to purchase a press that flies in the face of everything the Choctaw Nation of Oklahoma is supporting.” Texoma was especially pleased with the 75DI’s waterless printing, fast makeready, reduced waste and chemistry-free plates that are imaged right on press in precise register. The high level of automation of the press is also a boon, requiring less operator intervention and ensuring less waste during the run as well as in the makeready process.

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### Exceptional Service and Support

Syler is also very happy with Presstek’s service and support. “Presstek has been great to work with,” he says.

“They have been there for us when we need them. We also feel great about the Guardian remote support for the Presstek 75DI. We believe that will be a critical factor in helping us resolve issues early, and even prevent the need for a service call in many cases.” ■

**For more information  
about Presstek Products:**

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