

In Your Interest:

The Business-Savvy Printer
Market Your Services

A Smarter Way to Print
Allegra Print & Imaging
Streamlines Its Four-color
Printing With a Presstek 52DI®

Expand the Reach of Your Business
PathWay Connects You With
the Market

On the Road
See Presstek DI® and
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Test Your Knowledge
Market Trends

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Customer Profile: Cultivate Communications

Growing Business With Green Printing

Cultivate Communications is a full-service provider of marketing solutions from design through distribution. With 15 employees, the company generates revenues in the \$2.5 to \$4 million range. “I am active in local environmental initiatives,” says Owner Steve Mahr. “I wanted to position the company as the leader in sustainable printing, running a profitable business while also benefiting the environment.”

Mahr replaced the company’s multi-color 40" and 28" presses with an HP Indigo 3050 and a Presstek 34DI® digital offset press. “These two solutions are very complementary,” he says. “With these, I can handle short runs competitively.”

But more important to Mahr were the environmental aspects of the business. Starting with Forest Stewardship certification (FSC), one of the first 20 printers in California to do so, Mahr also acquired certification from the Sustainable Forestry Initiative (SFI) and the Programme for the Endorsement of Forest Certification schemes (PEFC), the first printer west of the Mississippi to do so.

Replacing conventional offset with DI and toner-based printing was a big step toward environmental sustainability. “We also found a lot of wasted space, especially after we removed the conventional offset presses and platemaking equipment,” Mahr reports. “The compact footprints of the DI

and the Indigo and the elimination of a separate platemaking operation, combined with better space management, allowed us to halve the size of our facility, with the associated reduction in energy consumption.” Mahr adds, “We have also reduced our VOCs by 95 percent. The DI’s waterless printing helps us with that, since we no longer use fountain solution and have eliminated the use of other solvents.”

With all of this reconfiguration, Mahr reports that the company is producing the same amount of work, but that work is much more profitable. Cultivate’s historic market niche has been the pharmaceutical and cosmetics industries, but the DI has enabled the company to broaden its reach to other Fortune 500 companies that are stepping up their green initiatives. ■



Cultivate Communications' Web site makes it clear that the company delivers environmentally sustainable printing while helping its customers grow. A Presstek 34DI helps meet these goals.

Presstek, Inc.
 55 Executive Drive
 Hudson, NH 03051-4903

Marketing Your Services

One of the challenges many printers face is getting the word out about the products, services and business practices that differentiate their business in a crowded and competitive playing field. This is even more important in uncertain economic times and in the face of nontraditional competition from printers in other parts of the country or the world that have leveraged the power of the Internet to break down traditional geographic barriers.

While “marketing” your business may sound like a difficult task, it actually can be done quite easily and affordably. This article contains a number of suggestions we think might help you get started—or give you ideas about how to accelerate your marketing efforts.

Public Relations

One of the most neglected, yet cost-effective, ways to market yourself is public relations. The key to public relations is to build awareness about your firm and the services you offer. Weave this into a press release that is distributed to local news media. Perhaps you have hired a new sales person, bought a new piece of equipment, or are launching a new product or service. Perhaps your company has been recognized by a customer as a preferred supplier, or an executive has earned an award. Sending press releases to the local media, including local business journals, is one way to get the word out. Including photos with the press release and placing follow-up calls to reporters and/or business editors will help your release stand out from the hundreds that hit their desks.

But beyond press releases, there are many other ways to get your message out. Hold face-to-face meetings, briefings, and news announcement luncheons. Work with the media to publish interviews of company executives and key customers on interesting topics. And don't forget facility tours. Most local newspapers like to spotlight local businesses, and inviting business reporters for a tour may spark an article.

Special events, including awards ceremonies, trade shows, contests, and

open houses, can also be newsworthy and can gain your firm mention in local media or trade publications.

A More Traditional Approach

For a traditional approach to marketing your services, there are a number of opportunities you can take advantage of that both promote your business and showcase the quality of your work.

You can include promotional pieces with the delivery of print projects and invoices that offer specials or discounts to existing customers. And how about offering a credit or discount if they refer a new customer or a new department within their organization to your business?

If you own a Presstek DI press, be sure to register for Club DI, a free service made available to all DI owners. We have created a number of professionally designed marketing pieces that you can easily customize and print. It includes postcards, flyers, event invitations and

An open house is an opportunity to show-off your printing, both at the event and by mailing high quality invitations and promotional items to current and prospective customers.



Club DI materials promote the unique capabilities of your DI press—its environmental benefits, fast turnaround, affordable color, and high quality.

more. DI owners can join Club DI for free at www.presstek.com/clubdi.

With all of these marketing efforts in place, you can also easily expand your geographic reach by expanding the number of zip codes you mail to. To make that broader geography easier to manage, a Web-to-Print solution such as Presstek's PathWay is an important capability to have in place. This allows customers to easily submit jobs online for print or re-print, and to track their progress.

More Ideas...

For more ideas, be sure to look through the customer success stories posted at www.presstek.com. We would love to hear from you. Tell us what marketing efforts have worked for you. ■



An Outstanding Idea

In 2003, Bill Brown and his wife, Kathy, purchased Tri Lakes Printing in Monument, Colorado. After three years, they purchased a Presstek 34DI digital offset press.

Bill was concerned about having enough volume to fill capacity. “We took a creative approach,” he says. “We became a publisher, and now produce a community magazine six times per year, with 11 signatures and 165,000 impressions. The magazine is mailed to 13,900 homes. We sell advertising to generate revenue, and we include interesting articles, recipes and some fun stuff. It has been a big hit. People look forward to the magazine. They call us if they don't receive it.”

The Browns are using their 34DI press to produce the magazine, touting its advantages in their own ad.



Allegra Print & Imaging—Cedar Rapids

Streamlined Four-color Printing with a Presstek 52DI®

Bruce Van Kerckhove founded Allegra Print & Imaging in Cedar Rapids, Iowa, nearly 30 years ago as an Insty-Prints franchise. Over the years, Van Kerckhove elevated the level of services his shop provides and was certified as an Allegra Print & Imaging center in 2004, making the transition from a quick printer to a small-format commercial printer.

To continue enhancing services, Van Kerckhove considered upgrading their four-color press. “We wanted a solution that was easy to operate as it becomes increasingly difficult to find and recruit highly experienced four-color press operators,” says Van Kerckhove. The company installed a Presstek 52DI digital offset press in December of 2007.

Unexpected Green

For Van Kerckhove, the Presstek 52DI met all of his criteria and more. “The DI press has helped us reduce our environmental footprint on all counts,” he reports. Van Kerckhove points out that the press quickly comes up to color with precise registration, requiring far fewer makeready sheets than a conventional four-color press. “Other real bonuses,” he adds, “are its chemistry-free imaging and waterless printing.”

Simplifying Staffing

Van Kerckhove indicates that, like many companies, he has found it increasingly difficult to find tenured press operators. “There is a shortage in our industry,” he says, “that is not likely to change soon. While you do need to understand color to operate the DI press, its highly automated operation requires much less intervention on the part of the operator. We have found that computer knowledge is more important with this press than prior knowledge about how to produce quality printing.”

Revenue Growth

Van Kerckhove expects the 52DI to be a major growth contributor for his company in 2008 and beyond. “We had one of the busiest January’s in our history, largely due to the DI press even though it was our first full month of operation,” he remarks. “Like most businesses, our customers expect fast

turnaround, and we are in a much better position to deliver against that requirement, meaning they bring us more business. Where we were producing three or four jobs a day on the conventional four-color press, we can now produce five to seven on the DI. This high level of productivity will certainly be good for us in the long run, and I expect our color revenues to be up by about 10 percent as a result.” ■



Presstek 52DI
digital offset press

Expand the Reach and Productivity of Your Business

PathWay Connects You With the Market



PathWay provides a way for you to significantly increase your customer base, bringing customers right to your digital workflow via the web. Customers can order, customize and manage their print assets online.

PathWay is a web-to-print Internet business solution from Presstek. It creates a customer-driven, automated workflow that allows you to receive, process, print and deliver orders in one low-cost, streamlined operation.

Integrated Business Solution

Enabled by a proven, powerful Pressense software engine, PathWay provides a complete, integrated PDF-based sales, pre-press, and job management solution. It reduces operating costs by reducing data entry and workflow errors, and it

saves time and resources you otherwise spend on phone calls, faxes and other overheads. By expediting the entire work path leading to printing, including imposition, PathWay is an ideal complement to the speed and efficiencies of your Presstek DI press or chemistry-free CTP system, and other digital devices.

Print Buyers Benefit

For your customers, PathWay is a personalized, on-demand, fast turnaround printing solution. It simplifies document creation and ordering process, and provides full archiving, document retrieval, and reprinting capabilities.

Customized and branded document shells and templates are kept in a library for easy updating and revision whenever necessary. Online quoting and ordering enables customers to manage their print needs via the Web from any location, at anytime.

With PathWay, improving productivity, expanding the geographic reach of your business, and providing comprehensive service to your customers is easy. PathWay can be installed for both new and current Presstek customers. To learn more, call Presstek at 800-524-0003 ext. 3599, email sales@presstek.com, or ask your Presstek sales representative. ■

See Presstek DI® and Chemistry-free CTP in Action

You are invited to hands-on demonstrations of our industry-leading digital offset solutions at Presstek's Digital Power Printing Forums. Learn how you can increase printing quality, productivity and profitability to help make your business grow.

King of Prussia, PA—May 13-15

Sheraton Park Ridge Hotel & Conference Center, North Gulph Road

Columbus, OH—June 10-12

The Concourse Hotel & Conference Center, International Gateway

New York City, NY—June 17-19

Jacob Javits Convention Center, Hall E, Room 1E13

Demonstrations include the Presstek 52DI landscape-format digital offset press, Presstek chemistry-free CTP systems and plates, workflow and web-to-print solutions.

Forums are Tuesdays 1 to 6 p.m., Wednesdays 9 a.m. to 6 p.m., and Thursdays 8 a.m. to noon.

For a complete list of events or to register for a free Digital Power Printing Forum, visit www.presstek.com/events or call 1-800-524-0003 x3599

Are you going to drupa 2008?

Visit us in Düsseldorf at Hall 4, Stand A55.



May 29—June 11

Presstek will be demonstrating its newest range of digital offset printing solutions that are designed to help your business succeed.

Test Your Knowledge...and Win!

Printing Trends

How much do you know about your market? Check your knowledge below and you can win some cool Presstek clothing, just in time for summer.

- The first five people to answer all five questions correctly win a Presstek jacket.
- The next five people to answer all five questions correctly win a Presstek polo shirt.
- The next five people to answer all five questions correctly win a Presstek T-shirt.

To submit your answers, go to <http://apps.presstek.com/quiz>. Contest ends June 25, 2008 or when all prizes have been claimed, whichever comes first.

- 1) According to Dr. Joe Webb, Strategies for Management, Inc., relative to today's market trends, what percentage of four-color printing is 5,000 impressions or less? 20% 80% 65% 45%
- 2) InfoTrends, Inc. reported what, on average, are the cost savings per letter-size page, when printing on a Presstek DI® press as opposed to toner-based digital equipment? 15% 35% 50% 75%
- 3) Presstek invented: DI digital offset printing technology Chemistry-free CTP Both of the above None of the above
- 4) DI presses eliminate the need for: A press operator Ink Plate chemistry and the cost of its disposal Paper
- 5) Printing on a DI press: Reduces paper waste with fast makereadies Is waterless printing with reduced VOC emissions Is environmentally friendly All of the above

Apparel sizes may be limited. Presstek employees can not participate.

PRESSTEK SUPPLIES SPRING PROMOTION

Presstek provides a complete supply line of pressroom consumables for all stages of printing and finishing.

- Plates: DI, CTP, metal, silver, electrostatic and laser-printer
- Films: Imagesetting and camera
- Press blankets, ink, press chemistry, ink jet products, cleaning products, wipes, and bindery items

Place an order of supplies totaling \$750.00 or more on shop.presstek.com and save \$75.00

Use PROMO CODE: DIALOG8 Valid May 1—June 25, 2008

Customers must be registered and logged in to the SHOP site to use Promo code. Prior sales excluded. Not valid with any other promotional offer.

Not registered yet? Visit <https://shop.presstek.com/register> **Registration is free** and takes 2 minutes.

Valid for U.S. customers only.

To learn how a Presstek DI press or chemistry-free CTP solution can help your business please call 1-800-524-0003 x3599 or visit www.presstek.com