

CUSTOMER TESTIMONIAL

# Simauchi Printing

## EXECUTIVE SUMMARY

**CUSTOMER:** Simauchi Printing, a Miami-based commercial printer that produces a wide range of color documents from brochures, stationery, catalogs and magazines, to posters, postcards and prepaid phone cards.

**OPPORTUNITY:** Simauchi reached a point where a sufficient number of jobs required quicker turnaround times and shorter run lengths than were appropriate using conventional printing. To increase business opportunities, the company needed a new system that would also build upon its reputation for color quality and reliability. With the conventional color presses, Simauchi experienced nearly 15 percent in waste from paper and other materials.

**GOAL:** To increase sales by delivering high color quality on short run jobs with quick turnaround times.

**SOLUTION:** Simauchi looked at another solution prior to choosing Kodak Polychrome Graphics (KPG). The comfort level and trust Simauchi had with its KPG rep helped to influence the decision. In 2003, Simauchi selected the Kodak Polychrome Graphics DirectPress 5034 DI System, which combines the quality advantages of offset printing with the speed and automation benefits of digital printing.

**CAPABILITY:** Combining industry leading KPG Color Science and image quality with the simplicity and automation of a Direct Image Press, the DirectPress 5034 DI System allows Simauchi to deliver a greater number of short run color jobs with faster makeready and quick turnaround.

**RESULTS ACHIEVED:** In just six months, Simauchi gained 20 percent more sales because of the DirectPress 5034 DI System. The system helped Simauchi attract a number of new customers, as well as increase work from existing customers. In addition, the DirectPress 5034 DI System reduced waste from paper and other materials by nearly 10 percent.



*The DirectPress 5034 DI System allows Simauchi to deliver a greater number of short run color jobs with faster makeready and quick turnaround.*

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### CASE STUDY

Simauchi Printing has grown at a steady rate for nearly two decades by adding technologies and capabilities to meet the changing needs of its customers. So when Simauchi added a Kodak Polychrome Graphics DirectPress 5034 DI System in 2003, the company immediately exceeded its forecasted growth. After the first few months, it became clear to Luis Alberto Simauchi, President of the nine-person company, that the new system had put Simauchi on a path to an unprecedented increase in sales.

The Miami-based commercial printer started in 1986 with one small press that turned out black and white letterhead, envelopes, business cards, forms and similar materials. Those types of jobs provided a good business for the first five years.

Simauchi purchased the first of its two, four color conventional presses—in response to customer demand to move beyond black and white—in the early 1990s. The company expanded into producing a full range of color documents, such as brochures, stationery, catalogs, magazines, posters, postcards, and prepaid phone cards. Its customers include some of the major organizations in the market, such as American Airlines, the World Trade Center of Miami, and the University of Miami.

“Our reputation for color quality and reliability brought us a steady stream of direct customers, as well as about half of our work that is outsourced to us from another printer,” said Luis Alberto. “We eventually reached a point where enough jobs required quicker turnaround times and shorter run lengths that we had to bring in a new set of equipment.”

Luis Alberto had used plates from Kodak Polychrome Graphics (KPG) for a number of years, was pleased with their performance, and trusted KPG to help him make the right decision. Don Trueblood, Equipment Sales Manager, and Tom DeChristopher, Technical Sales Manager, KPG, met several times with Luis Alberto, listened to his needs, and recommended the KPG DirectPress.

Manufactured to KPG specifications, the KPG DirectPress combines the quality advantages of offset printing with the workflow and automation benefits of digital printing. This combination presents a growth opportunity for commercial printers, trade shops, or digital service bureaus that want to tap into the growing demand for high quality, quick turnaround, short run, four color work. The KPG DirectPress allows customers to capture jobs they are missing today, and cut costs on current projects.

Combining industry leading image quality with the simplicity and automation of a DI Press, the KPG

DirectPress allows Simauchi to deliver a greater number of short run, fast turnaround color jobs. In just six months, Simauchi gained 20 percent more sales because of the KPG DirectPress.

“Customers want their jobs to run on the KPG DirectPress because of the outstanding color quality it provides,” said Luis Alberto. “Fortunately, we’re able to keep up with the demand because faster make ready means we can produce more jobs.”

For example, Simauchi regularly prints 5,000, 11”x17” full color brochures on the KPG DirectPress in about 60 minutes, a savings of about three hours over conventional printing. According to Luis Alberto, jobs with run lengths between 10,000 and occasionally as high as 25,000, also go to the KPG DirectPress.

“We run the KPG DirectPress at 7,000 sheets per hour without any problems,” said Luis Alberto. “We were up to four million impressions after just six months.”

The superior color quality of the KPG DirectPress helps Simauchi attract new customers and more work from existing clients. An open house to showcase the KPG DirectPress to marketing and advertising professionals landed Simauchi a number of first-time customers, including three within days of the event.

“One of the jobs was a very high end, eight-page brochure for an interior design company,” said

Luis Alberto. “We printed at 200 linescreen offset quality on the KPG DirectPress; the customer was thrilled and has promised us more assignments.”

The KPG DirectPress also bolsters Simauchi’s prepaid phone card business, which includes printing, laser imaging, packaging and assembling. It’s not uncommon for card issuers to call in the morning and request 50,000 cards by that afternoon. The KPG DirectPress allows Simauchi to meet those deadlines.

“The KPG DirectPress has enabled us to have a more efficient workflow,” said Luis Alberto. “We keep the system busy for two shifts a day.”

In addition to the quality and turnaround benefits, Luis Alberto cites two other benefits from the KPG DirectPress that have been significant for his operation. Waste from paper and other materials has been reduced from 15 to 5 percent. And, the system’s compact size provides additional flexibility and versatility on the shop floor.

“As a result of adding the KPG DirectPress, we expect to increase sales by an additional ten percent over the next six months,” said Luis Alberto.

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**Kodak Polychrome**  
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