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CUSTOMER TESTIMONIAL

Metroplex Finishing

EXECUTIVE SUMMARY

CUSTOMER: Metroplex Finishing serves as a leading trade printer in the Dallas–Fort Worth area with three locations and 30 employees. The company primarily produces publications and direct mail materials.

OPPORTUNITY: Metroplex Finishing has an unwavering commitment to outstanding print quality. The company needed a Direct Image system that could deliver on Metroplex Finishing's promise of superior quality and reliability. Often, quantities were too short to run economically on the offset presses. After 35 years as a conventional printer, Metroplex Finishing made the transition over to digital.

GOAL: To capture and expand opportunities for incremental and new business from short run color jobs.

SOLUTION: Metroplex Finishing selected the Kodak Polychrome Graphics (KPG) DirectPress 5034 DI System.

Manufactured to KPG specifications, the DirectPress 5034 DI System combines the quality advantages of offset printing with the workflow automation benefits of digital printing. The DirectPress 5034 DI System allows printers to deliver a greater number of short run color jobs with faster makeready and quick turnaround.

CAPABILITY: Combining offset color quality and faster imaging speed with the simplicity and automation of a Direct Image press, the KPG DirectPress 5034 DI System has exceeded Metroplex Finishing's quality expectations and allowed the company to produce more jobs.

RESULTS ACHIEVED: The KPG DirectPress system led to Metroplex Finishing achieving a 27 percent increase in sales over just six months. The company has reduced plate makeready time by 60 percent. The efficiency and productivity gains have also helped Metroplex Finishing reduce a number of costs. Based on the success with the first unit, Metroplex has ordered a second KPG DirectPress 5034 DI System.

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CASE STUDY

Rick Dorman has seen a lot of changes during his 40 years as a commercial printer. The president of Metroplex Finishing attributes his successful longevity to a core principle that has remained constant over the past four decades—an unwavering commitment to outstanding print quality. His strategy of “growth through quality” reached new levels following the recent addition of a Kodak Polychrome Graphics (KPG) DirectPress 5034 DI System—a 27 percent increase in sales over just six months.

“Our customers trust us to provide quality and reliability,” said Dorman. “With the KPG DirectPress system, we’ve improved print quality and added new capabilities. That’s a powerful combination for increasing revenues.”

Dorman opened his first commercial printing company with his father in the mid-1960s, which grew into a multi-million dollar, three-shift operation. After selling the shop when his dad retired, he was soon eager to get back in the business. In 1994, Dorman purchased a small offset press, set it up in his garage, and his latest company, Metroplex Finishing, was started.

Now, Metroplex Finishing serves as a leading trade printer in the Dallas–Fort Worth area with three locations and 30 employees. Dorman credits a third-generation member of the family business with encouraging him toward a decision several years ago that set the company on its current path of growth and transformation.

“My college-age son advised me to make the transition to digital, which has made all the difference in where we stand today,” said Dorman. “After 35 years as a conventional printer, it was difficult to acknowledge the need to make such a major change. It took a while to get all of the right pieces in place, but now that we have, our business is stronger than ever.”

Metroplex Finishing primarily produces publications and direct mail materials. Often, the quantities are too short to run economically on one of his offset presses—although his customers demand offset quality. With his work under close scrutiny by other printers, Dorman takes a no-nonsense approach.

His rigid standards proved problematic for some of the equipment he purchased over the past few years, which included a short run digital color press and a direct imaging press from another manufacturer. By the end of 2003, though, Dorman had found the solution that met his image quality requirements and provided the simplicity and automation of a Direct Image press—the Kodak Polychrome Graphics DirectPress 5034 DI System.

“My KPG sales rep, Eric Rothell, who I’ve known and trusted for a number of years, assured me that the KPG DirectPress system would deliver on my expectations,” said Dorman. “The consistent 200 linescreen offset quality has brought us incremental four-color business from existing customers, as well as a number of new clients. In fact, the print quality helped us land a new customer whose monthly revenues exceed our monthly payments.”

While Dorman knew that the quality of the KPG DirectPress was superior, he was concerned that his previous Direct Image system had a slightly higher print speed. However, the KPG DirectPress system’s faster makeready—plates are imaged 60 percent more quickly—allows Metroplex to take on more jobs than ever.

In addition to an increase on the income side, Metroplex Finishing has reduced expenses with the KPG DirectPress.

“We have virtually eliminated jobs that have to be reprinted because of wrong color,” said Dorman. “That translates into a real savings that goes straight to the bottom line.”

Another cost reduction results from the KPG DirectPress’ automated cleaning of ink rollers and blankets. Dorman estimates that he has decreased plate making costs by two-thirds.

“Many factors need to be considered when looking at the true total cost of ownership,” said Dorman. “Increased revenues and improved productivity, combined with a series of cost savings, have yielded a tremendous ROI with this equipment.”

These benefits have helped Dorman become more cost-competitive. He recently picked up a 16-page, four color newsletter that prints 3500 each quarter—for a customer in New York. The inquiry came in over the Internet and Metroplex’s bid won them the job over hundreds of competitors between Texas and New York.

The results Dorman achieved in just a half a year with the KPG DirectPress 5034 DI System have exceeded his expectations. He has ordered a second unit and has plans for more growth. The company’s 30 employees and three locations will be consolidated into a major 41,000 square-foot facility in the coming months.

If past performance is any indication of future success, Metroplex Finishing will have no problem making good use of its new space and maybe even outgrowing it someday.

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