

SHERIDAN PRESS AND DARTMOUTH PRINTING

When sister companies, the Sheridan Press in Hanover, Pennsylvania, and Dartmouth Printing in Hanover, New Hampshire, began their search for new printing equipment, little did they know they would be sharing some significant "firsts."

JOURNAL PRINTERS SHAPE OWN FUTURE WITH LS-40 INSTALLATIONS



John Gilliat (I) of Dartmouth Printing and Brian McMahon, Komori sales representative

Both companies would be installing their first Komori presses and both would be among the first companies in the US to install roll sheeter technology on their Komori sheetfed equipment.

The Sheridan Press and Dartmouth Printing are both part of the Sheridan Group, headquartered in Hunt Valley, Maryland. The Sheridan Group is comprised of seven printing companies focused on journal, magazine, catalog and book printing. They offer a full range of printing and publishing services to associations, publishers and university presses, and collectively have over 400 years of printing experience. While all members of the Sheridan Group are managed independently,

they share common business platforms and operate under the same core values, with a major focus on providing customer service excellence. It was this search that led both companies to Komori.

Time to print 'critical'

The Sheridan Press specializes in short-run medical and scientific journal publication, printing 2,300 different publications in three size formats: 6" x 9", 7" x 10" and 8 1/2" x 11", with average run lengths of 5,000 copies. Operating out of a 155,000 square foot facility with more than 450 employees, the Sheridan Press provides a wide range of services for their clients, running the gamut from design through delivery. Their competitive advantage lies in their ability to deliver a quality product with quick turnaround times. "Time to print is very critical, especially in the medical community," said Paul Loy, Print Production Manager. Due to their highly specialized market niche, Sheridan has weathered the volatile economy well, and in fact, has seen double-digit growth in the last four years.

When Sheridan saw their market trending toward more multicolor work, they started looking for new printing equipment. The printer was searching for a way to decrease the number of passes through the press. "We were running older Miller presses and a newer model Man Roland. We were looking for a four-over-four



press that would increase throughput. Komori brought us a solution that met our application," said Loy.

The Sheridan Press chose the Lithrone 40SP because of its fast makeready and press automation. "The SP allows us to meet our customers' deadlines and become more cost efficient. We are constantly working to decrease cost throughout our organization by studying our work processes and employing new technology," says Loy.

Since installing the four-color Lithrone 40SP in August 2004, Sheridan has been very pleased with the speed and automation of their new press. "Right now our makeready time is 24 minutes, and we expect to see these times continue to improve."

Roll sheeter configured

Sheridan is also pleased with the performance of their Magnum roll sheeter. They have Mabeg sheeters on their other printing equipment and find that the Magnum is easy to operate. "The changeover from roll to sheet is quite simple and we find the Magnum is more mechanical than digital, which makes it easier to operate," credits Loy. Sheridan currently runs roll paper on approximately 80

percent of their jobs.

Sheridan printed more than a million impressions per month in 2004, and is trending toward a monthly average of 1.4 million in 2005. "We run 100 jobs a day in two 12-hour shifts seven days a week. The automation and technology on our Komori Super Perfector and the speed of makeready make it a welcome addition to our pressroom."

Dartmouth: annual growth rates of 10 percent

Dartmouth Printing started their search looking for a half-size press, says John Gilliat, press department manager. "We weren't considering a 40" press until we saw a demonstration of the Lithrone S40. We were blown away by the technology of the press." Dartmouth specializes in short-run publication printing, and approximately half of their work is also in the medical industry. They print 150 different journals per month, with run lengths from 3,000 to 50,000. In addition to medical publications, Dartmouth runs many regional publications for the New England area. Their sales staff focuses on publishing houses and professional associations, and they are seeing

annual growth rates of 10 percent.

"When we decided to start searching for a new press, we made it a team decision. A group consisting of two press operators, a supervisor, a manager and the VP of operations brainstormed our needs. They determined that we needed a highly productive press with the ability to UV coat inline and equipped with a roll sheeter to reduce paper costs," said Gilliat. "And of course, we were looking for a press that would provide superior print quality. On our older equipment, we struggled with streaks."

Dartmouth was introduced to the LS at a customer open house hosted by Komori user Millennium Graphics in Norwood, MA. "It was a great opportunity to see a press in a real production environment and it was good to talk to real people doing the real work. What really got our attention was the ghost form Millennium ran during the open house. The print quality was unbelievable," said Gilliat.

'Far exceeded our expectations'

Dartmouth installed their six-color LS-40 with hybrid UV and Magnum roll sheeter in 2004 and has found that their press is significantly reducing cycle time. "We're getting work off the press quickly and moving to finishing quickly. And in our market, speed is critical. We love the fact that sheets come off the press dry." Gilliat also states that total paper costs have been reduced by more than 25 percent due to the makeready features of the press and the use of the Magnum roll sheeter. Dartmouth runs 24 hours a day, six days a week and their new LS has had a positive impact on their workflow. "We have doubled our productivity on the LS-40. The press is gobbling up work, and we even transfer some jobs from our web press to the LS. The machine has far exceeded our expectations," said Gilliat.

INTERGRATED GRAPHICS

'You can't tell a print quality difference between work run on the NL-628 and the Spica. We love the automation on the presses and the connectivity between prepress and the press really enhances productivity.'

INTEGRATED GRAPHICS IS 'BOOMING' ON KOMORI PLATFORM



Derek Gordon, KAC sales rep, and Keith Murphy, president, Integrated Graphics

of service excellence to his customers, he'd have to do it himself. In 1992 Integrated Graphics was born. "I knew I could do a better job for my customers — finding the best price and the best quality printing. Everything I've done has been totally customer driven," says Murphy.

Management by adding value

Integrated started as a print brokerage company, and five years ago entered the production arena. "It was the next logical progression for our business and allowed us to have even greater control of our customers' jobs," said Murphy. A no-nonsense approach has created a loyal customer base. "We have a history of getting jobs done on time and on budget. Every decision we make is geared toward bringing added value to our customer."

In November 2003, Integrated installed a six-color New Lithrone 28, one of the first in the United States; a year later they installed a Spica 429, also one of the first in the US. Murphy credits his Komori Sales Representative, Derek Gordon, with helping him make the decision to purchase his new presses. "We knew that turnaround times were critical, and Derek showed us how the automation on the Lithrone press could dramatically reduce makeready time and improve throughput."

Murphy says the two new Komori's work in tandem quite efficiently. "We're pleased with the quality on

both machines. In fact, you can't tell a print quality difference between work run on the NL-628 and the Spica. We really love the automation on the presses and the connectivity between prepress, and the press really enhances productivity."

Strategy for variable data

Integrated has continued to expand their services, offering wide format printing, variable data printing, bindery, lettershop and fulfillment to their customers. "We've found that printing jobs on our offset equipment and then using our Indigo machines to do the variable data impression has been quite effective," says Murphy. He says their mailing and fulfillment business is also booming, with more than half of their customers using this service. "To succeed in the printing business today, you've got to offer a full range of services. Customers are seeking one-stop solutions."

Moving up fast

Since its inception, Integrated has seen phenomenal growth, doubling their revenue in one year. They now have sales in excess of \$8 million. "We've got our sights set on the \$20 million mark, and entering the 40" market," says Murphy. With Murphy's tenacity and customer focus, it's a safe bet Integrated Graphics will hit their goal in the near future.

'We knew that turnaround times were critical, and Derek showed us how the automation on the Lithrone press could dramatically reduce makeready time and improve throughput.'

Keith Murphy, Integrated Graphics

Keith Murphy, President of Integrated Graphics, Inc., has built his career on finding ways to improve customer service. Murphy started his career in graphic arts as a press operator and then moved into print sales. After several years in the business, Murphy realized that if he wanted to improve the levels



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