

Delivering CtP Like No Other !

Printware

a division of Vanguard Graphics International



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A Note From Tim



Welcome to the very latest news from Printware and Vanguard Graphics International.

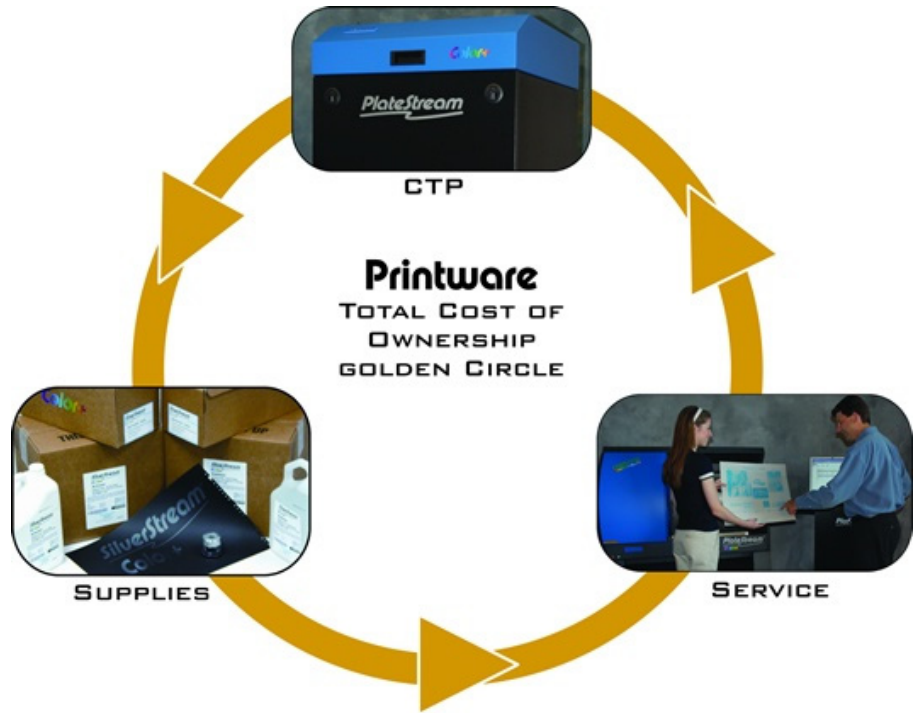
I know leaving daylight savings time means the snow will melt - I just hope soon. Sometime the most important stories are those that seem to go by unnoticed - like the importance of service. I hope Bill Frederick's thoughts on service and the impact it has on capital equipment will cause you to review your plans for 2008.

Of course with the addition of our metal CtP line and complete workflow solutions from our partners at Xitron we have even more ways to support your print operations.

I hope you'll drop me a line or call - quick before the snow melts!

Email Tim Murphy
651-456-1414

Printware's Unbeatable Service



When Service Makes Real \$ense

By Bill Frederick - Director of Sales and Service Operations

Retail America has conditioned us to nod politely and say "No Thanks" when asked by a part time cashier if we'd like the 3 year extended coverage on our home electronic, power tool, copier/printer, camera or I-whatever. It's usually \$79.99, \$119.99 or \$149.99. Even though it appears to be a reasonable amount, something in our brain tells us it's not worth it and we'll take our chances with the initial warranty. Unfortunately this thought process sometimes creeps into the purchasing of specialty capital equipment.

The big mistake is assuming the buyer knows WHY the extended warranty is that price and WHAT it means to them. The manufacturers of these products are playing a numbers game by estimating the number of units sold, divide by some mythical parts and service cost structure and come up with a price that might sell itself. According to a recent NPES study, what customer's value most in a service or warranty package is:



Digital Workflow

Digital Workflow Refines Quality

As seen in *Converting Magazine* 1/7/08
By Managing Editor Melissa Larson

Constant evolution and growth are watchwords for Coating Excellence Intl., Wrightstown, WI. Since *Converting* first profiled the flex-pack converter back in December 2000, the company has updated its inhouse equipment as aggressively as it has garnered new business.

Prior to November 2005, all plates and proofs were sent to an outside vendor. Then Coating Excellence made the decision to purchase a platesetter software system "We needed control of quantity, timing, cost and scheduling of our jobs, so it just made sense to bring our prepress in-house," says graphics dept. manager Melissa Warecke. The results exceeded expectations. "We've seen a definite refinement of our quality," says Louann Miller, vice president of printing at Coating Excellence. "Not only that, but we're able to turn our plates around in hours instead of a day or more. Our press downtime is also reduced." "If we have rush orders, we can prioritize them in-house instead of relying on an outside vendor," adds

1. Quicker response
2. Parts availability
3. Better training and working knowledge of the equipment
4. Technician availability
5. Reduce overall cost of service

91% of PlateStream owners have an extended parts and service warranty. Our customers put a high value on this program because we explain how we arrive at the price and work hard every day to deliver more value than it costs. We know exactly how many machines are in use, have technicians on call 24/7, successfully control and manage all parts inventory and offer advanced technical training every month. (See above list) This high level of warranty participation allows us to work WITH our customers to keep ongoing service costs low and equipment uptime high for everyone.

Does this mean you should rethink all extended warranties from now on? No, just the ones that make REAL sense!

Going from Better to Best!

CtP 1,2,3: WorkFlow First

By Tim Tomassi
Special to Newspapers & Technology

Jan 2007- As more and more printers consider moving to CtP, they're looking for ways to stay profitable, cut costs and waste, and improve productivity.

Many printers are dealing with aging technology - old film imagesetters for which parts are getting harder to find, older RIP technologies that do not reliably (or at all) process newer applications' native files or customer-supplied PDFs, and workflows that are more manual than computerized.



Investments in newer workflows and CTP technology provide measurable returns on investment.

**Material cost savings:* The most notable savings is in the area of makeready paper waste. This is because a press comes up to color much faster with CTP-generated plates and up-to-date workflow.

**Labor and time savings:* Time is saved since the press comes up to color much faster with CTP. Prepress times are also compressed. Manual stripping is eliminated. Time spent keeping stacks of film organized for page pairing, punching, cutting, taping, registering, masking and burning is compressed into a

Warecke.

"We've seen a definite refinement of our quality," says Louann Miller, vice president of printing at Coating Excellence

WorkFlow is designed to provide consistency across the workflow, proofing, imaging and printing platforms.

Printing Trends

Printing Shipments Disappoint... Again

January 2008 printing shipments were very disappointing. On a current dollar basis, they were down -\$228 million, or -2.8%. On an inflation-adjusted basis, they were down -\$575 million, or -6.8%. What made the report worse was that the initial December report was revised down by more than \$200 million.

What was even creepier was what this did to our long-term forecasting models. We run several models, some very sensitive to change, others not. The one that is rather indifferent to change has this year (as measured in inflation-adjusted dollars) at \$99.4 billion, just under last year, and at \$90 billion in 2012. The more sensitive, aggressive one forecasts 2008 at \$92.3 billion, with \$66 billion in 2012. The latter is too difficult to contemplate, about a -6% decline in volume per year. It's not likely to play out that way, but you should always have a

single direct output to plate. Current workflow eliminates production bottlenecks, saving you time and money.

**Quality:* With ever-increasing competition from the Internet and other sources for customers' time, attention and money, the quality of the printed product can be a subtle, but real competitive tool as well. CTP has proven itself far superior to traditional methods of platemaking in terms of color and image quality.

Industry Headlines

[Watch the Video! Dan Wish of xpedx talks about generating efficiencies through process improvements](#)

[N.H. Based Manufacturing Company Faces \\$125K Fine for Environmental Violations](#)

[Flint Group Announces Price Increase for Photopolymer Plates](#)

[Exhibitors To Showcase Innovations At Printfest](#)

[VIM Will Defend Itself Against Presstek's ITC Complaint](#)

[Printing Forecast 2008, New Report Released](#)

Industry News

Xitron Announces Support for Canon imagePROGRAF 12-Color Printers



www.whattheythink.com

Ann Arbor, Michigan - March 3, 2008 - Xitron, the prepress industry's leading independent developer and integrator of Raster Image Processors, RIP management software and workflow solutions, today announced the release of a proofing plug-in that supports the Canon imagePROGRAF line of 12-color printers including the 5100, 6100, 8100 and 9100 models.

The Canon imagePROGRAF Plug-in provides Navigator users with: Direct support for Canon's latest line of printers for the proofing market, CMYK and RGB inks to produce a higher color gamut, Improved spot color simulations on proofs, ICC profiles for Xitron X1 TotalProof and Canon proofing medias and Full-bleed output.

"The Canon imagePROGRAF printers have become a popular proofing engine for our users," stated Jim Thrush, President of Xitron. "The increased color gamut and fast output speed make the imagePROGRAF ideal for proofing. The Xitron Canon Plug-in allows Navigator GPS users to take full advantage of the capabilities of these units."

In addition the Canon Plug-in, Xitron offers a broad selection of