



Print-Tech, Inc.

Adobe® PDF print workflows build a foundation for Print-Tech's digital future

Print-Tech, Inc.

- Commercial printing, digital imaging, mailing and fulfillment
 - Location: Ann Arbor, Michigan
 - Employees: 30
 - Founded: 1985
- www.printtechinc.com

Industry

Commercial Printing

Solution

Print Production

Products Used

- Adobe Acrobat®
- Adobe Illustrator®
- Adobe InDesign®
- Adobe PageMaker®
- Adobe Photoshop®
- Adobe PostScript® 3™
- Enfocus PitStop
- Xitron Xenith Extreme RIP with InRIP Trapping

Company Profile

Print-Tech, a commercial printing company based in Ann Arbor, Michigan, provides a full range of services including design, prepress, offset and digital printing, bindery, mailing, and fulfillment. Serving the advertising, business, and educational communities in Southeast Michigan, Print-Tech's customer-focused team of 30 employees enjoys an excellent reputation for customized, innovative printing solutions that not only meet, but also anticipate, their clients' ever-changing needs.

With a commitment to providing its customers the benefits of one-stop shopping, Print-Tech has steadily expanded its services through the implementation of proven, versatile technologies. Adobe InDesign, Illustrator, PageMaker, Photoshop, and Acrobat software, and Adobe PostScript 3 printing technology serve as core solutions in the design and prepress departments. Ann Arbor neighbor Xitron has worked closely with Print-Tech to implement a Xenith Extreme RIP and Adobe Portable Document Format (PDF) digital workflow to support a broad range of output devices, including proofers, imagesetters, short-run and offset presses. Combined with extensive finishing, fulfillment and database management services, Print-Tech has grown into one of the largest commercial printers in its market.

Challenges Faced

To support Print-Tech's rapidly expanding range of services, Prepress Manager Bryan Drewry and Information Technology Manager Brad Steven saw the need to revamp the company's workflow. They identified several specific areas for improvement: increase the reliability of incoming files, centralize prepress file management, automate trapping, expedite editing and proofing cycles, and facilitate the redirection of jobs to multiple output devices.

Success Strategy

In many companies, prepress and IT teams hold opposing views on which solutions will best serve their departments' needs. Not at Print-Tech. In 2002, Bryan Drewry and Brad Steven agreed that a Xitron Xenith Extreme RIP and an Adobe PDF workflow would meet the company's requirements. Today, they continue to see benefits beyond those expected.

With the implementation of the Xenith Extreme RIP, Print-Tech built a new foundation for company's entire workflow. In addition to centralizing and simplifying job receipt, correction, output, and archiving, the system serves as a launching point from which to add next-generation equipment.

"By establishing a reliable digital Adobe PDF workflow first, we have paved the way for a smooth transition to CTP and digital presses," comments Bryan Drewry. "We have cut job turnaround time by 50% through centralized file management, automated in-RIP Trapping, and Adobe PDF editing capabilities. And we see still more opportunity to improve productivity as we educate our customers to make reliable Adobe PDF files."

“With the Adobe PDF and Xitron digital workflow, Print-Tech has increased efficiency, acquired new business, and is positioned for a smooth transition into future offerings.”

Bryan Drewry,
Prepress manager,
Print-Tech, Inc.

Business Benefits

- Time devoted to in-house job handling has been reduced by 50%
- In-RIP trapping is automatic, fast, and reliable
- 95% of job edits are made within the Adobe PDF file, without going back to a native application
- Customers approve soft proofs in Adobe PDF, reducing courier costs
- Digital file archives are consolidated into one central repository
- The advanced workflow facilitates adding new digital technologies in the future

The Xenith Extreme RIP centralizes the management of all files moving through the prepress department and facilitates the redirection of jobs to different output paths. The prepress team likes the convenience of being able to track every job in the system from any workstation, anywhere in the Print-Tech facility. The IT department notes an additional benefit of centralized file archiving. “We consolidated Print-Tech’s digital archives from five systems to one central repository,” reports Brad Steven. “This significantly reduces hardware-related expenses.”

Adobe’s In-RIP Trapping, a key feature of Adobe PostScript 3, has offered benefits beyond the team’s original expectations. Prior to the new system, trapping was a manual, time intensive task that most prepress operators avoided. “Now trapping is automatic,” says Drewry. “Even special inks, varnishes and metallics are handled easily. All we have to do is choose the appropriate setting, and it’s done. Our team can move onto something else that needs our attention.”

Adobe PDF was a key factor in decreasing the time spent on file correction and editing. With Xenith Extreme, 95% of all edits can be made within the Adobe PDF file using Enfocus PitStop. This method avoids the need to revert to native files, and greatly expedites job handling and file integrity. The Xenith system also supports e-mailing an Adobe PDF file to customers for soft proofing. Customers enjoy faster job turnaround and Print-Tech saves considerable expenditures on express mail services.

In addition to its time and cost savings enhancements, Print-Tech’s advance digital print workflow has boosted the team’s confidence to take on additional—and more challenging—work.

“We used to shy away from problem files and one-day turnaround jobs,” concludes Drewry. “With the Adobe PDF and Xitron digital workflow, Print-Tech has increased efficiency, acquired new business, and is positioned for a smooth transition into future offerings.”

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