



# Adobe® PostScript® 3™ Dome Printing

**Profits powered by Adobe PostScript 3:  
Dome Printing relies on Adobe PostScript 3  
productivity to produce \$27 million annually**

## ABOUT THE CUSTOMER

- A family owned and operated commercial printer specializing in high-end brochures, catalogs, and advertising materials
- Revenue: \$27 million annually
- Location: Sacramento, California
- Employees: 140+

## BENEFITS SUMMARY

- Adobe PostScript 3 technology gives Dome Printing the predictability, reliability, and consistency it needs to maintain a streamlined digital workflow.
- PostScript 3 is a standard printing technology for producing high-quality output.
- For the members of Dome Printing, it's a comfort to know that they are working in a proven PostScript environment and relying on PostScript for everything from imposition to trapping.

[www.domeprinting.com](http://www.domeprinting.com)

At a time when the printing industry is absorbing a continuous state of consolidation, the launch of one computer-to-plate (CTP) device after another, and a virtual army of new Internet technologies targeting the community of print, it seems logical to profile the digital technologies and file format protocols of an expanding and successful independent, family owned and operated commercial printer.

One such printer is Dome Printing, a high-end commercial printing operation based in Sacramento, California, with annual revenues of \$27 million. Dome Printing is part of the next wave of family owned printing companies: digitally savvy, willing to invest in new technologies, ready to grow and change in response to the increasing pressure of the printing industry's very digital times—and totally devoted to Adobe PostScript 3 technology.

Originally founded as Dome Engraving by Byron Dome in 1914, the company was first a trade house supplying engravings for local printers and newspapers. Ray and Arlene Poole purchased the Sacramento company in 1969. Under Ray Poole's leadership, the company changed its focus from engraving

to offset printing and, in 1972, changed its name to Dome Printing. Today, Ray is joined at Dome Printing by his sons: Tim Poole is president, and Andy and Robert Poole are vice presidents. The company continues to experience great success and, now more than 140 employees strong, is moving in more digital directions.

Dome Printing, like many progressive commercial printing operations, has tested the merits and boundaries of Adobe Portable Document Format (PDF) packaged within a complete workflow system. Still, although Tim Poole believes that Adobe PDF will without question be the file format of the future of print, he is content to continue building his company on the backbone of Adobe PostScript 3. "I honestly know PDF will replace PostScript—it is only a matter of time," Poole states. "I view PDF as an emerging and improving technology, and while it might be good to be on the cutting edge of such a workflow-changing technology, I am content to eliminate as many of the variables as possible from my prepress department, which, for me, for right now, means relying on Adobe's PostScript technology."



**“Although there is no doubt for us that Adobe PDF is the future, Adobe PostScript, for today, gives us the predictability, reliability, and consistency that we need to maintain a streamlined digital workflow.”**

**—Tim Poole  
President**

One of the first commercial printers in California to install a CTP system, Dome Printing has been steadily upgrading its digital prepress technologies since 1997. Today, Dome Printing’s prepress department comprises a CreoScitex server for all aspects of the company’s digital workflow, a thermal CTP Creo/Heidelberg Trendsetter Platesetter featuring an Allegro RIP, and a Creo Spectrum digital halftone proofer featuring Imation Matchprint technology.

Dome Printing’s prepress department incorporates an open prepress interface (OPI) environment, using Adobe PostScript 3 to communicate print jobs between the company’s platesetting system, a CreoScitex Trendsetter, and a CreoScitex Trendsetter Spectrum and CreoScitex Spectrum devices, capable of digital halftone proofing. Dome Printing, on average, outputs 4,500 to 5,000 plates per month. The Allegro RIP, from CreoScitex, rasterizes Adobe PostScript 3 data at high speeds, sending imposed, plate-ready files to the Trendsetter. Dome Printing also operates a Creo Renaissance copydot scanner for high-speed scanning of existing halftone film or line art into a digital equivalent, as well as a series of Heidelberg

flatbed and high-speed drum scanning systems. Macintosh and Windows® workstations, performing functions such as preflighting customer files, trapping, image assembly, and pure Adobe PostScript 3 interpretation, rule Dome Printing’s desktop environment.

For Dome Printing, the Adobe PostScript language is the ideal general-purpose programming language. PostScript 3, a standard printing technology for producing high-quality output, is a central enabler for the Sacramento printer, which specializes in high-end brochures, catalogs, and advertising materials. “Adobe PostScript was originally developed as a language for describing pages and controlling printers, but its flexibility enabled it to become the data format for carrying all prepress and production information,” Poole reports. “We are very confident in PostScript as the driving force of our workflow.

“When we are crunching a lot of data, it’s a level of comfort to know that we are working in a proven PostScript environment, where we are dealing with clean PostScript and relying on PostScript for everything, from imposition to trapping,” Poole continues. “On any given day, we can produce 250 plates, five days a week, averaging out to 5,000 plus plates a month in any given month—all coming through PostScript, all maintaining a high level of productivity. Although there is no doubt for us that Adobe PDF is the future, Adobe PostScript, for today, gives us the predictability, reliability, and consistency that we need to maintain a streamlined digital workflow.”

Dome Printing supports all the current versions of commercially accepted programs, including Adobe PageMaker®, Adobe InDesign™, Adobe Illustrator®, and Adobe Photoshop® software. Fonts supported by Dome Printing are limited to Adobe Type 1 fonts. Digital file transfer is accomplished with a combination of FTP and WAM!NET technologies. Additionally, for high-caliber clients such as Sutter Home, Dome Printing delivers stochastic screening through CreoScitex’s Staccato screening software.

Visit [www.domeprinting.com](http://www.domeprinting.com) for more information on Dome Printing.

#### TOOLKIT

##### Software

- Adobe Illustrator
- Adobe InDesign
- Adobe PageMaker
- Adobe Photoshop
- Adobe PostScript 3
- CreoScitex Staccato

##### Hardware

- Apple Macintosh and Windows workstations
- Creo/Heidelberg Trendsetter Platesetter with Allegro RIP
- Creo Renaissance copydot scanner
- Creo Spectrum digital halftone proofer
- CreoScitex server
- CreoScitex Spectrum devices
- CreoScitex Trendsetter Spectrum
- Heidelberg flatbed and high-speed drum scanning systems