

**CUMMINGS PRINTING**

- Full-service publication printer
- Family owned and operated since 1914
- State-of-the-art facility in Hooksett, NH
www.cummingsprinting.com

Cummings
Publication Printers Since 1914

INDUSTRY

Printing

SOLUTION

PDF Workflow

PRODUCTS USED

- Adobe® Acrobat®
- Adobe PostScript® 3™
- Adobe® Creative Suite
- Screen™ Trueflownet Workflow

“We knew that a switch to a PDF workflow would streamline our process.”

Jeff Paquette,
Prepress Manager
Cummings Printing

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Publication Printer Triples Throughput with PDF Workflow

Company Profile

Family owned and operated since 1914, Cummings Printing has carved out an impressive niche as a premier provider of short-run publications and catalogs. The Cummings Mission Statement puts it this way: “... to provide the best combination of price, quality and service to every client we serve. We can make this promise because our equipment is upgraded in step with the latest improvements to technology.”

A quick look around Cummings’ state-of-the-art facility in Hooksett, New Hampshire proves the veracity of this claim. They have invested heavily in automation, from one end of the plant to the other and, since 2002, feature a thoroughly Screen™ Trueflownet workflow, based on the Adobe® Portable Document Format (PDF).

Challenges Faced

- Respond to customer demand for PDF
- Increase throughput without impacting customer service

In this “on-demand” world, Cummings realized that customer requirements for speed and flexibility, within tight budgets, meant they had to increase throughput. They were already running three shifts but did not have the capacity to keep up with demand. At the same time, Cummings wanted to continue to deliver the personal service that their customers had come to expect.

Customers were demanding PDF, so Cummings complied. “We do a lot of repeat ads. PDF made repurposing those ads much easier,” explained Jeff Paquette, Prepress Manager at Cummings. “We can repurpose the ads very easily if they are in PDF format, especially fractional ads.”

The positive effect of a PDF workflow is especially apparent in short-run shops like Cummings, where turnaround speed, accuracy and cost efficiencies are paramount to success. “We knew that a switch to a PDF workflow would streamline our process.”

Success Strategy

Cummings understood the impact that the PDF workflow would have on their business, so they wasted no time in the overhaul of their prepress process. They implemented the new system all at once, running it alongside their existing workflow until proficient. It was an extensive transition for Cummings but the physical setup and learning curve challenges were easily hurdled because of the overwhelming advantages of the new system and the support they received from Screen.

“Once we implemented the PDF workflow, things finally worked exactly as they should. We are more confident in our work than ever and our customers have supported that confidence by increasing their business with us and by referring us to other clients.”

Jeff Paquette,
Prepress Manager
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“Screen came on site for training and integration of the entire system, and their remote support was fantastic,” asserted Paquette. “They utilized the Internet for remote support; you never felt that they were far away. Support was a non-issue.”

“Our mindset had to change,” commented Paquette. “In the beginning we would modify the files after they arrived at the shop but now we help customers make good files before they come in.” Cummings realized that the best way to avoid problems was to anticipate them. Said Paquette, “We’ve implemented on-line how-to guides and WebEx™ conferences to show customers how to make PDF files.” He went on to explain that this kind of proactive customer support had been instrumental in helping clients to fix errors before files were sent to Cummings. “This means faster turnaround,” he said, “fewer mistakes and, naturally, reduced costs.”

Cummings announced their new PDF workflow to all their customers simultaneously through newsletter and email notices. According to Paquette, “It was a relatively painless transition; a large majority of our customers were already looking for that next generation of file interpretation. Many of the issues we had struggled with were starting to go away thanks to the new, advanced interpreter, Trueflow. As we discover and report problems, we find they are resolved in very short order.”

Results

- Enhanced throughput
- Reduced labor per job
- Production increase – almost 3 times the volume
- Support for cross-media publishing

Cummings was able to triple the volume of output with about a 32% decrease in labor costs. “Once we implemented the PDF workflow, things finally worked exactly as they should. We are more confident in our work than ever and our customers have supported that confidence by increasing their business with us and by referring us to other clients.” Paquette added that Cummings is known as a flexible, short-run printer and that the PDF workflow is letting them and their customers benefit from flexibility in scheduling. This saves money and lets Cummings offer even faster turnaround.

The collaborative process using Adobe PDF gives Cummings a transfer format that puts all the needed fonts and graphics in one package for sharing and distribution. This helps Cummings maintain an integrated, reliable and cost-effective workflow. Adobe Acrobat gives creative and prepress users the necessary tools for Adobe PDF print production and it improves cost efficiencies by reducing wasted time and materials from processing and proofing. Paquette says, “As part of a PDF workflow, putting publications online is something our customers are doing themselves. We started doing it a few years back, and it got very labor-intensive. As PDF has evolved over the past couple of years, it is now very easy and fast for customers to create a web-based PDF to put online. The entire costly and inefficient AA cycle has pretty much been dropped since customers do it themselves by supplying a new PDF file. Giving the customers the ability to change their own files and re-submit them is a real benefit, to the customers and to us.”

RESULTS

- 32% decrease in labor costs
- Increased flexibility in job scheduling
- Faster turnaround
- Significant reduction in costly and inefficient correction cycles

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Printed in the USA.
95004994 3/05

