

Sigler Printing & Publishing achieves dramatic productivity gains with thermal CTP system from Kodak



**Success Story
from KODAK**



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Chris Baker, Prepress Manager
Sigler Printing & Publishing, Inc.

Kodak solutions drive efficiency with speed, reliability and productivity

Sigler Printing & Publishing is growing fast. Since 2000, the full-service sheetfed printer has increased revenue by more than 400%. However, Sigler’s prepress department was feeling acute growing pains. Prepress Manager Chris Baker explains, “We needed to

improve productivity to support our rapid growth and had been taking a hard look at our operations to identify bottlenecks. Platemaking was clearly an issue. We had 17 different service calls between December 2005 and February 2006 on our thermal platesetter alone, and were having trouble feeding our presses. The lack of dependability in platemaking had become a big problem.”

Sigler chose to replace its existing system with the **Kodak Magnus** 800 platesetter and **Kodak Sword** Excel thermal printing plates. Baker

relates, “I researched all the options, but the minute I saw the **Magnus** 800 platesetter, I stopped looking. The system’s speed, productivity, and reliability were exactly what we needed. It was a hands-down decision.”

Platemaking becomes productive, dependable

Sigler prints everything from annual reports and direct mail to business cards. Turnaround times range from one day to ten days, from file to fulfillment. Quantities run from

Name:
Sigler Printing & Publishing, Inc.

Established: 1958

Number of employees:
Approx. 236

Location:
Ames, Iowa, USA

Services:
Full range of commercial sheetfed printing services, including digital prepress, post-press and fulfillment

Markets served:
Regional and national businesses and organizations

Press operator Van Erwine inspects a press sheet run with **Sword** Excel plates.





50,000 or less to more than a million. Chris Baker needed a system that was fast and dependable. He notes that, "We became so busy late in 2005 that we went to a third shift in the pressroom. Our previous thermal plating system had been having trouble keeping up with two shifts, but since we installed the **Magnus 800** platesetter with the multi-cassette autoloader, we're able to feed all our presses with no problem. We've raised our production level in prepress by 60% and reduced plate remakes by more than 30%. We're producing an average of 30 40-inch plates an hour, and up to 60 plates an hour for our smaller presses. It's awesome."

The **Kodak** thermal CTP system's versatility and ease of use was also compelling to Sigler. Chris Baker says, "We use eleven different plate

sizes here. With the **Magnus 800** platesetter, it's very easy to go to a different plate size with minimal effort. If we need to run 1 or 2 plates of a smaller size that aren't in the cassette, it's very easy to do that as well. The machine is extremely accessible and well-designed."

Print quality is better than ever

Baker also feels that print quality has improved since moving to the **Kodak** solution. "We have found that our **Kodak** CTP solution with **SQUARESpot** thermal imaging technology delivers better, sharper color right out of the box than our old system produced after being calibrated. We're coming up to color more quickly and matching our proofs more easily."



“We had so many issues with our previous system that we contemplated replacing it with two new platesetters, just to have a back up system in place. The **Magnus 800** platesetter itself is so dependable, and Kodak’s remote diagnostics, service and support are so good, that we feel very comfortable with a single system.”

Chris Baker, Prepress Manager
Sigler Printing & Publishing, Inc.

He continues, “**Sword** Excel plates have performed exceptionally well on press. We were a little high on water with our previous plates. We’re able to run less water with **Sword** Excel plates, which gives us more latitude on press, enables us to deliver very high quality color and shortens drying time. Our pressroom supervisor is elated. The quality and color of the work we’re printing with **Sword** Excel plates is tremendous.”

The path forward

Looking ahead, Chris Baker feels confident about his department’s ability to support Sigler’s growth.

“It’s my responsibility to make sure that these presses are running. That’s how we make money. I was having a horrible time getting that job done until the **Magnus 800** platesetter was installed. I really feel that with this **Kodak** CTP solution, we can support our current production levels as well as go after more and more business, and bigger business, without worrying about how we’re going to produce it.”

Kodak made it easy

Given Sigler’s experience with its previous system, service was one of the most critical factors in the company’s CTP purchase decision.



Platesetter operator Ghazi Halloum loads a **Sword** Excel plate into the **Magnus 800** platesetter.

Chris Baker notes, “I’ve been very impressed with how responsive and knowledgeable everyone at Kodak has been. The sales, service and support team has been excellent. They were very accommodating during the install when we had to run the old and new systems side by side, and have been great ever since. The team’s responsiveness combined with the remote diagnostics capability — where we can call in a problem over the phone — will help keep us operating at full capacity. This system is everything Kodak said it would be, and we will definitely look to Kodak for solutions in the future.”

To learn more about solutions from Kodak:

Visit graphics.kodak.com
Or in North America, call +1-866-563-2533

Produced using Kodak technology.

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