

Palm Printing saves time and money with non process plates



**Success Story
from KODAK**



“We’re printing a sharper dot, our ink/water balance is improved and we’re up to color and running much faster than before. 10-minute makereadies are standard for us now.”

Randy Hedrick, President, Palm Printing

Press set-up time cut in half with Kodak Thermal Direct Non Process Printing Plates

Palm Printing may not be the largest commercial print shop in Sarasota but it has the most advanced technology, enabling it to thrive in a competitive market. When the company purchased two new digital presses from Kodak late in 2005, it hit a snag – space constraints in the prepress area, where the new presses were going to reside.

President Randy Hedrick didn’t hesitate to make a move on the offset side of his business. “We decided to transition to the **Kodak Thermal Direct** Non Process Plate. It allowed us to do away with our plate processor and free up 100 square feet of floor space for the digital presses.” In addition, **Thermal Direct** Plates propelled the printer’s workflow to a new level of quality and productivity.

had no difficulty whatsoever in making the transition. And the quality with **Thermal Direct** Plates is superior to anything we’ve ever used. We’re printing a sharper dot, our ink/water balance is improved and we’re up to color and running much faster than before. Our press set-up times have been cut in half. 10-minute makereadies are standard for us now. Our pressmen are very happy.”

Improved productivity translates to more jobs on press per shift and Palm Printing is turning jobs more quickly than ever. By using its new digital print capabilities for short run work and non process CTP for longer-run

Name:
Palm Printing

Established: 1988

Number of employees: 19

Location:
Sarasota, FL, USA

Services:
Full-service commercial shop offering offset and digital printing

Markets served:
Regional clients in the food, real estate and construction industries, among others

Faster set-ups, more jobs on press

“Integrating the plate into our workflow was very easy,” explains Randy Hedrick. “Our press operators





Doug Stanek mounts a **Thermal Direct** plate on press.

offset jobs, the shop is operating at maximum efficiency. Randy explains, "These **Kodak Solutions** are enabling me to make optimum use of my printing equipment, which is helping me grow my business. Plate volume is up, overall job volume is up about 10% for the year and our entire shop is 10-15% more productive than before."

Saving time and money

Shorter makereadies are just one way **Thermal Direct** Plates reduce turnaround times. The fact that

they eliminate all processing and post-imaging treatment saves time in prepress, as well. Randy Hedrick comments, "The speed in prepress is a big factor for us. With our film-based process, it used to take us an hour to image films and burn plates for a 4 color job. The same process takes about 20 minutes with **Thermal Direct** Plates."

In addition, Palm Printing no longer has to buy chemistry. Randy continues, "We used to spend \$500 a month on chemistry, so this is a big savings for us. Our municipality is





Press operator Doug Stanek makes some press adjustments during makeready. Since Palm Printing changed over to **Kodak Thermal Direct Plates** makeready times have been cut in half, saving money on ink and paper.

very happy that we're not putting any chemistry down the drain anymore, and I'm happy I'm not spending any money to put chemistry down the drain."

Kodak's non process plate technology has relieved Palm Printing of another burden, which relates to its location. Randy explains, "Water is a precious resource here in Florida. Our plate processor used about 1 gallon of water to process each plate. Our monthly plate volume is 800 to 1,000 plates a month, so that's about 1,000 gallons of water that we're saving every month. With surcharges

for water usage levied by the county, this is another area where **Thermal Direct Plates** are saving us money."

These savings, combined with reduced paper and ink usage during makeready, make a big difference in Palm Printing's bottom line. By moving to **Thermal Direct Plates**, Randy Hedrick estimates that his shop has reduced waste by 25% and overall costs by 15-20%.

Loyal partners

When Randy Hedrick founded Palm Printing in 1988, he had a hard time finding suppliers who would call

on him. Kodak was there, providing him with solutions he needed to get his business off the ground. As Palm Printing continued to grow and thrive, so did the relationship. Randy Hedrick notes, "We're very loyal to Kodak. The level of professionalism and service that we receive from them is unmatched. They have great technology and great people. The **Thermal Direct Plate** is just a great product. We look forward to continuing our relationship long into the future."

To learn more about solutions from Kodak:

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