Printwell's Web Presses Takes On Short-Run Work with IntelliLoop & IntelliTrax

Challenge:

Because of the time, ink and paper required for web-press color setups, Paul Borg's Printwell, Inc., tended to forego short print runs. Borg is Printwell's president, and the shop, founded in 1983, is located in Taylor, Michigan. It is one of the largest, award-winning, commercial printing firms in Michigan. The firm has a distinguished list of customers that comprise numerous national and local agencies, Federal and State Governments and Fortune 500 companies and has earned numerous U.S. awards.

Most notably, Printwell was recognized with two prestigious awards. These were given out by the Craftsmen's International Gallery of Excellence Gallery that is a world-renowned International Association of Printing House Craftsmen (IAPHC) event that features peer-judged, graphic-arts entries from Europe, Asia and North America.

The shop comprises 160,000 sq. ft. and houses three, Heidelberg full-web, six-color heatset (with ribbon deck) presses; one Heidelberg Harris M-110, six-color heatset web press; a six-unit Heidelberg non-heatset web press; two, Heidelberg sheet-fed presses; one Kodak NexPress digital press; and one Xerox DocuTech press.

In an interesting change, the shop's short-run print policy reversed when it installed Rutherford Graphic Products (RGP) IntelliLoop system that automates press-side color setups. Coupled with IntelliTrax, the fully automatic scanning system from X-Rite, Printwell has reduced ink and paper costs on all print runs.

Solution:

Printwell has installed several of the IntelliLoop systems to retrofit their Heidelberg presses with the

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The color system acts fast, and it's accurate.

Paul Borg, President,
Printwell

The IntelliLoop together with X-Rite's IntelliTrax makes a process that is simple. Make a scan, feed the data to the press, and get consistent results.

Printwell Mission Statement
Provide our customers with high-quality, full-color commercial printing and binding services at competitive pricing. Our customer service, attention to detail, and ability to meet tough customer deadlines sets us apart from our competition.

2695 Northline Road
Taylor, Michigan 48180 USA
www.printwell.com

idea to quickly and easily adjust and maintain color accuracy throughout the print process.

RGP engineers and manufactures its color console and closed-loop system as a straightforward and uncomplicated process that ensures high print standards and profitable operations. The RGP color console allows quick and easy adjustments. It ties into X-Rite and Pantone systems and maintains color accuracy throughout the print process. It is user-friendly and engineered to reduce time, labor, paper and ink costs. Additionally, it assists in color management and improves color accuracy, which makes it an excellent companion for jobs requiring Heidelberg print quality.

Results:
"The IntelliLoop system is a gift from the heavens," states Borg. To be profitable with short run work on web presses, Printwell has to get color right the first time, every time. Borg says the shop's job opportunities have increased exponentially, especially in the once-difficult short-run area.

"The job control, color accuracy and color management are what we like most," Borg said. "The color system acts fast, and it's accurate."

IntelliLoop handles both standard press runs and the more sophisticated, high- gamut presswork that requires light cyan and light magenta inks. Further, the system easily manages spot colors, including metallic and white inks.

"The IntelliLoop systems makes us better printers," states Borg. "Oh, we were good before, very good, but, with IntelliLoop and IntelliTrax, we have become an even better printer than we were, especially from a business standpoint."

Borg says, "The Rutherford process is simple. Make a scan, feed the data to the press, and get consistent results." He also enjoys not having to make constant press checks and the subsequent paper cost savings. "We're happy, and, even better, our customers are happy. Rutherford Graphic Products helped get us to this point."

Rutherford Graphic Products fuels success

Visit www.rgproducts.com or call (937) 281-0130 for more information.