



PRINTERnet



MARKS THE SPOT OF EFFICIENCY.



CUSTOMER PROFILE

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Ron Wells, Owner
Maple Press, Troy, Michigan



Company Name

Maple Press, Troy, Michigan

Business Type

Trade Printer

System

PRINTERnet Online Job Submission and Proofing

Navigator GPS workflow

PRISM Digital Proofing

Customer Profile

For owner Ron Wells, the printing side of the business is somewhat of a new venture having begun his career as a graphic designer. Co-owner Jim Alexander, on the other hand, knew the printing side of the business and owned a small print shop in Berkley, Michigan. In 2004, Ron and Jim joined forces and opened Maple Press, a full service trade printing company serving other printers and businesses. Specializing in one and two color and short run four color work, Maple Press has four duplicators and a Heidelberg DI press for four-color jobs.

Thriving and growing, the business soon outgrew their first facility and in 2007 Maple Press relocated to its present facility in Troy, Michigan. Initially thought to be a facility to handle their current as well as future needs for many years, the current facility became too small almost immediately thanks to several new printing contracts.

Maple Press' prepress department is supported by Harlequin RIPs driving a Heidelberg DI 4-color press, an AB Dick DPM CtP device producing polyester and paper plates and a Xitron PRISM digital press for proofing. The Xitron Navigator GPS workflow is used to manage jobs regardless of the output.



With several very busy offset presses, Maple Press added a Xitron PRISM digital press to their equipment complement to serve as a proofing solution. "PRISM has taken the guess work out of the DI jobs for the press room," stated Ron Wells, owner of Maple Press. "In addition, PRISM serves as our proof for about 75% of our customers."

With the increase in business, the prepress department found itself overwhelmed with incoming jobs from customers. Due to the volume, some jobs were waiting two days or longer before they could be reviewed and proofed. When a job had to be sent back to the client for corrections, the requested due date was often missed. Realizing that an automated solution would help this situation, Maple Press decided to become a beta site for Xitron's latest product, PRINTERnet, an online job submission, proofing and proofing solution.



"We started our evaluation of PRINTERnet with one key client," comment Lorna Hadley, prepress operator. "Our client often submits ten to fifteen jobs a day most requiring very quick turn-around. Now rather than waiting for hours or even a day or two, our customer receives immediate feedback from PRINTERnet as to the status of the job and if preflight fails, the client makes the necessary changes, resubmits the job and the job continues and PRINTERnet delivers a raster PDF proof." PRINTERnet has

reduced the intervention required from the prepress department allowing increased volume with no increase in staff.

"We have seen steady, yet manageable growth," stated Ron Wells, co-owner of Maple Press. "Picking the right equipment has been our key to growing this business," continued Wells. "The prepress upgrades we have done have allowed our prepress operation to manage the growth. In the next year we will also be looking to upgrade equipment in our bindery operation to keep pace with the increase printing volume."

Today, Maple Press has grown into a business producing roughly \$1.8 million in annual revenue with 16 employees. To learn more about Maple Press call 248-733-9669.



For more information about Xitron solutions, visit www.xitron.com or contact Xitron at 734-913-8080. Xitron products are available through a network of OEMs, distributors, dealers, and system integrators worldwide. Xitron RIPs and workflow solutions drive more than 250 different output devices ranging from black and white and color proofers to film imagesetters and the latest in CTP and direct-to-press systems. With shipments of more than 15,000 RIPs, Xitron is the largest independent provider of RIPs in the market.

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