



XENITH
▶ SIERRA

X MARKS THE SPOT OF EFFICIENCY.



CUSTOMER PROFILE - BEECHLER'S PRINTING

System Configuration

Workflow:	Xenith Sierra
Output devices:	Screen PTR-4100
Proofer:	Epson 9880
Plates:	IBF Million
Dealer:	Mac Papers

Beechler's purposely chose to work with a dealer who provides independent solutions in all areas of prepress: workflow, CtP device, and printing plates.

Beechler's Printing, a commercial printer in Gainesville, Florida had problems. While satisfied with some aspects of their existing prepress system, there were serious issues with others. They were constantly troubled with proofing accuracy, and transparency handling of CS4 and CS5 files was proving unreliable. Compounding these issues was the fact that service and support for the computer-to-plate system and prepress workflow left much to be desired.

When Bill Shreve, operations manager at Beechler's decided it was time to do something about it, he took a non-traditional approach. Instead of going with the one-size-fits-all proposals being offered by larger vendors, he chose to work with a dealer that could provide independent solutions in all areas of prepress: workflow, computer-to-plate device, and printing plates.



TeamEPS



Mac Papers represents IBF, Team EPS, and Xitron. Phil Young, Mac Papers account representative, and Bart Jordan, Mac Papers' graphic specialist proposed Xitron's Adobe-based Sierra workflow driving a Screen CTP system installed and supported by Team EPS.

With a nationwide reputation in reconditioned CTP equipment, Team EPS brought the technical skills to help transition Beechler's to the new platesetter. They also offered an innovative approach to fulfillment that didn't require a large down payment or capital investment for the Screen PT-R 4100.

Mark Prymula, Director of Sales at IBF USA completed the picture with IBF Million plates. Rated for 150,000 impressions, the 830nm thermal plate can reach a million or more impressions when baked. Before committing, however, Bill insisted on several live plate trials to ensure his satisfaction.



Scrutiny of the Sierra workflow was no less intense. After several successful demonstrations using jobs that had given them trouble in the past, Nita Chester, Beechler's prepress manager, was only partially convinced. She contacted no less than five current users to get real-life feedback before choosing Xitron's Sierra Workflow.

Once the decision was made, Mac Papers coordinated the installation and training through each of the vendors. The teams spent a little over one week on-site, ensuring proper integration with overlapping time between the participants.

Since moving forward with the project, Bill has been continually impressed with the plate quality on press, as well as his pressmen's ease of adjustment to them. Equally satisfying has been the ability to match the proofs coming from the Sierra workflow and the Epson printer; one of the main issues that had been plaguing the shop for such a long time.

Nita's diligent investigation paid off as well and her overall satisfaction with the workflow is very high. She places special emphasis on the accuracy of the Adobe PDF Print Engine, especially with regard to CS4 and CS5 files. While the workflow training was very intense, it's obvious her team has excellent comprehension of the system. During the first six months of operation, they directed only three questions to Xitron's support department.

Most satisfying to the management at Mac Papers was the total dedication to customer satisfaction exhibited by all the participants. "As a supplier, you could expect this kind of resolve among departments in a single provider and it still might not happen," said Bart Jordan. "To see this level of cooperation among independent partners means that companies like Beechler's have real-world alternatives to the single source approach that is so pervasive in today's prepress landscape."

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