

AIRPORT PRINTING TAKES OFF WITH XITRON'S SIERRA WORKFLOW

CUSTOMER SPOTLIGHT

CUSTOMER:
AIRPORT PRINTING

LOCATION:
EL PASO, TEXAS

PRODUCT:
SIERRA
WORKFLOW

Airport Printing Service, an El Paso, Texas-based company, produces high-volume printed pieces such as magazines, catalogs, posters, and presentation folders for a varied client base, locally and nationally. To reduce costs and improve production efficiencies, Airport Printing recently upgraded to Xitron's Sierra Adobe Workflow and Presstek Dimension Pro2 CTP with Anthem Elite plates. Due to the tremendous success of the enhanced workflow, Airport Printing expanded its offering and launched Rivet, a direct mail and digital marketing company.

"Our margins keep getting smaller and smaller. The only way to survive is by lowering costs and improving internal efficiencies," comments Mike McCorgary, owner of Airport Printing. "The Xitron and Presstek technologies help us to save time and operate

more efficiently. So much so that we were able to expand our direct mail and digital marketing services to help our clients better connect with theirs."

Rivet is a full-service mailing and digital marketing division of Airport Printing. It provides multi-channel communications for businesses of all sizes.

Xitron's Sierra Workflow boasts an integrated imposition engine with dynamic templates. It also features in-RIP trapping, PDF preflighting, and advanced soft proofing in both 2D, and 3D formats.

With upgraded operations, Airport Printing reports faster make ready and reduced production time. The Presstek upgrade includes Dimension Pro2, a thermal CTP system for high quality imaging and performance, and Anthem Elite plates, a non-ablative and

non-carbon plate technology. The new plates eliminate the need for the debris management (AMS) system, creating a better work environment for users.

"The Xitron and Presstek workflow is faster and easier to navigate. It's a quantum leap from where we were before," comments McCorgary. "We're saving twice the amount of time. When we're busy, that advantage means a lot."



SIERRA



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