"This workflow is all-encompassing and ready to go."

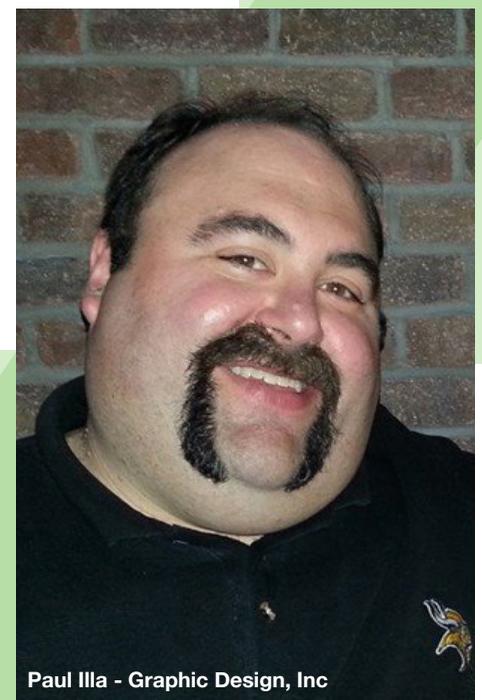**How do you prepare output for four Shinohara offset presses, two Konica Minolta bizhub 1085's AND an Indigo 5500?** Quickly and efficiently if you're Paul Illa of Graphic Design, Inc. Doing business for over 50 years, GDI needed to modernize their prepress systems in order to handle the diversity of output devices. While the Fuji Dart platesetter was capable of keeping up with plate demands for the offset presses, the aging Prinergy Evo RIP was not. Nor was it capable of providing output for the Indigo and bizhubs, meaning there was no continuity of job interpretation.

GDI contacted Roger Bungert of Guaranteed Services and Supply, a service company offering maintenance and support for graphic arts equipment and long-time Xitron dealer. Roger introduced them to Xitron's Sierra workflow. After investigating options from several manufacturers, GDI chose Sierra to get them to the next level. "We were really able to speed things up," said Illa. "This workflow is all-encompassing and ready to go."

Looking at it as an opportunity to completely refresh their prepress department, GDI was able to consolidate multiple prepress applications into a single interface, including preflight and imposition. "Speed and consolidation are two advantages of using an 'all-in-one' system like Sierra," said Illa. "We no longer have to take a job through several applications before rasterization and output." All jobs coming into Graphic Design are processed by the same RIP (the Adobe PDF Print Engine at the heart of Sierra), which insures interpretive integrity. Whether the job is run conventional offset or routed to digital doesn't matter; the job will be interpreted the same, regardless. This holds true for proofing output through the Epson 9900 as well.

Paul Illa - Graphic Design, Inc

XITRON®

Illa says the system has performed up to the expectations set at the outset of the investigation. "Absolutely," he says. "We even learned a few new tricks along the way. We had four and a half days of solid training because the system was configured at Xitron before delivery. Illa is also quick to recommend the system to other printers, tweeting about it shortly after it went into production full time: "We are now using @xitron Sierra for our #prepress workflow" before following it up with, "@XitronDealer @xitron love it" and "@XitronDealer @xitron forgot to mention that Dina your installer/trainer did a wonderful job."

"What it says it can do, it does," he concluded.

For more information about Sierra's performance at GDI, contact Paul Illa at (651) 437-6459 or paul@gd-inc.com

SIERRA

XITRON
4750 Venture Drive, Suite 200A
Ann Arbor, Michigan 48108
Phone: 734-913-8080
Fax: 734-913-8088
www.xitron.com