

CUSTOMER SPOTLIGHT

“Those who can adapt will survive.”



CUSTOMER:
Trenton Printing
Trenton, NJ

DEALER:
SAS Graphic Supply
Springfield, NJ

PRODUCT:
Navigator 13 RIP
and Workflow

EQUIPPED TO HANDLE everything from annual reports to lawn signs and catalogs, *Trenton Printing* is a full-service commercial printing company that has served southern New Jersey and beyond for over 90 years. As a provider of printed material to government, union, healthcare, and other critical industries, they've remained open during the 2020 pandemic and have kept their presses running smoothly.

Conversely, the prepress department had been struggling for some time. Running a Nexus RIP coupled with Preps for imposition, the cobbled workflow was almost 14 years old and workarounds were becoming the norm. Rich Letrent, one of Trenton's pre-press experts – and self-described Digital Alchemist – began searching for replacement software to get the department back to a productive level of plate output. “Cost was a driving factor,” he said. “But capabilities and features played into it at my end.”

Trenton Printing had purchased a Kodak Achieve T400 CTP and they needed sufficient throughput to feed two Heidelberg QMDI's, a 36” Heidelberg SORD, and a four-up Omni Adast. Steve DeFazio with SAS Graphic Supply of Springfield, NJ suggested they take a look at Xitron's Navigator GPS workflow and

arranged an online demo through Pat French, Xitron's dealer manager for the area.

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“Having used the Nexus/Preps combo for over a decade, I was concerned about the potentially steep learning curve,” Rich said. “The transition to the Navigator workflow and Dynagram's Inp02 imposition plug-in ended up being far smoother than I imagined. The Xitron package is actually more intuitive than what it replaced.” Perhaps just as important was Rich's impression of Xitron's installation and support group. “As in any installation of this scope, a few questions/problems popped up in the following weeks,” he said. “The support team responded quickly and effectively in each case.”

Xitron's Navigator RIP and workflow products have been installed in more than 35,000 printing locations around the world and are often chosen to replace obsolete or outdated systems like the one at *Trenton Printing*. Two common factors in the decision are economics, and Xitron's ability to drive virtually any existing CTP engine still in use. Rich believes this is a key point in the overall future of printing. “Although the marketplace has changed in drastic ways, there will always be a need for printers,” he explained. “Those who can adapt will survive.” **X**



4750 Venture Drive
Suite 200A
Ann Arbor, MI 48108
(734) 913-8080

www.xitron.com