

KNIGHT PRINTING INCREASED PREPRESS PRODUCTIVITY BY 25% USING XITRON'S SIERRA WORKFLOW!

CUSTOMER SPOTLIGHT

CUSTOMER:
KNIGHT PRINTING
& GRAPHICS

LOCATION:
CHARLESTON SC

PRODUCT:
SIERRA
WORKFLOW

Knight Printing and Graphics was pushing a large amount of work through their prepress system, but needed more capacity. Due to the age of the system, workarounds were common and there were a lot of manual steps. In the words of George Walton, General Manager, "It was like an assembly line with too many people in the process, lacking both functionality and automation."

George was faced with two choices. He could hire another person, which would improve throughput based on sheer man-hours, or he could make the process more efficient for the current staff. Calling Daniel Cox of Mac Papers, George described his situation and gave him a "workflow wish list." If he was going to go with a new system, it would have to automate trapping, honor all the effects made possible in the latest version of Adobe's Creative Suite, create Raster PDFs for customer

proofing, and eliminate the dedicated pc and software they used for imposition.

That's when Daniel contacted Xitron and scheduled a workflow audit, designed to match a customer's need criteria with the functional capabilities of available workflows. In short order, Sierra rose to the top of the recommendation list. Following an intense demonstration based on some of Knight's representative job files, a Sierra system was installed on their production floor and operator training began in earnest.

A 4 million dollar printer who specializes in both offset printing and wide format output, Knight Printing & Graphics has been using Sierra for three months, reporting a 25% increase in production and far less stress. The trapping and imposition steps are simple,

straight-forward, and accessible by every operator on the network. Raster PDFs and 3D proofs are delivered to customers through email, and transparency issues are a thing of the past.

To hear more about George's experience firsthand, contact him at georgew@knightpandg.com. For more information about Xitron and prepress independence, go to www.xitron.com, or write to sales@xitron.com.



SIERRA



4750 VENTURE DRIVE, SUITE 200A
ANN ARBOR, MICHIGAN 48108
PHONE: 734-913-8080
FAX: 734-913-8088
WWW.XITRON.COM