

Plockmatic Info

NEWSLETTER FROM PLOCKMATIC INTERNATIONAL

Stockholm 21 April 2011

Case study - Seaboard Graphics

"I like the Pro30 system solution for the way it handle its job integrity and its cost efficiency, which provides an attractive alternative for my clients"

Larry Kuhn, President – Seaboard Graphics

About Seaboard Graphics:



Mr. Larry Kuhn

Larry Kuhn is the president of Seaboard Graphics, a part of the franchise chain Minuteman Press. He says they have grown to become Central New York's Premier Printing facility. He has 25 employees offering Digital, Offset and Large Format printing as well as apparel, screen printing and embroidery; All produced under one roof!

Flexibility and service go hand in hand

"The best customer service is achieved by constantly reshaping yourself to meet your customer needs", Larry says.

At Seaboard Graphics, the mission is to develop long-term business relationships by taking the time to provide personal and professional assistance.

The printing facility:

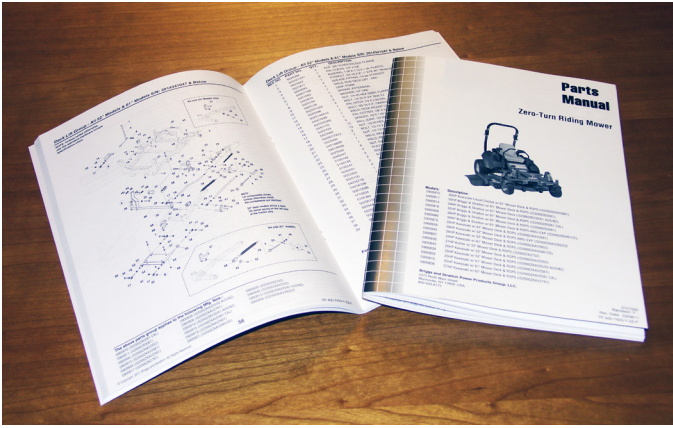
Seaboard Graphics has been a Xerox customer for 30 years. The digital monochrome production printing is mainly done on a Xerox Nuvera 120 with a Plockmatic Pro30 booklet making system, including trimmer and Square fold.

Colour prints are made on the Xerox iGen3 .

For larger volumes and productions with longer advance planning, the printing is done on an offset press.



The applications:



Typical monochrome application

Seaboard Graphics produces colour as well as monochrome publications, both digitally and analogue. Monochrome Parts Manuals are one of the main applications comprised of a booklet at 116 pages plus a heavy stock cover.

One of the main reasons Seaboard Graphics invested in a Pro30 system, is their customer's preference for the SquareFold look over Perfect Binding. They produce 10,000 booklets per month.

The equipment:

Seaboard Graphics saves as much as 10 hours per week with the Pro30 Booklet Maker inline to the Nuvera 120 Printer. The Pro30 system has also created new opportunities and cost effective solutions for their customers. Larry also says he likes the Plockmatic solution since it helps reduce the potential for operator error.

Note:
Interview and site visit was done on April 14th by Rikard Broberg from Plockmatic International AB with Mr Larry Kuhn, President of Seaboard Graphics.
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