

CASE STUDY:

Bellak Color — State-of-the-Art and Cutting Edge Technology

Company

Bellak Color, Miami, Florida

Profile

For more than 50 years, Bellak Color has been a trusted resource for print communications in South Florida. Its state-of-the-art printing facility and cutting-edge printing technologies are combined with the expertise of its highly skilled team leaders to deliver award-winning quality products for its clients locally, nationally and throughout Latin America.

Challenge

Bellak Color needed to replace its aging violet platesetter to update its technology, improve image quality and reduce its environmental footprint.

Solution

Presstek Compass 8030 with 3 cassettes, autoloader, in-line processor, and post bake oven; imaging Presstek Aeon plates

Results

- Significant reduction in chemistry use
- Consistent imaging from job to job and within each job resulting in considerably fewer plate remakes
- Cleaner printing process in line with the company's environmental goals
- Increased plate throughput, producing 10 plates every 35 minutes

Bellak Color Cleans up Platemaking with a Presstek Compass 8030 and Aeon Plates

Located in Miami, Bellak Color was founded more than 50 years ago as a color separator. “The company saw an opportunity to move into printing while the color separation business was still strong,” says Oscar Gonzalez, Prepress Manager, “and we have been direct-to-plate since about 2000.”

Today, the company has 50 employees, an 8-color Mitsubishi perfecting press and a 6-color Mitsubishi press configured with an in-line full-color foil printing process that enables the production of short runs with in-line foil.

Time for Change

Bellak decided the time had come to upgrade its direct-to-plate capability. “Our existing system had been in place for more than a decade,” explains Gonzalez. “A great deal has changed in that time, and we didn’t feel it could keep up with today’s image quality demands.” The violet system was also extremely dirty, according to Gonzalez. “We simply could not keep the system clean. Not only were we going through two jugs of developer every day, but we also had to clean the system every day, as well as take it down for about 2.5 hours every week for an in-depth cleaning, including removing all the rollers.”

In addition to the chemicals and down time, the platesetter was not imaging consistently, resulting in excessive remakes and a cost factor that was simply not acceptable. “We wanted to find a cleaner thermal system that could not only give us consistent imaging, but improve the quality our presses could deliver.”

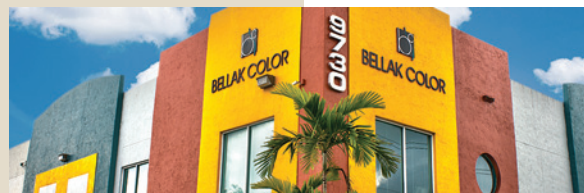
“Our decision was influenced by the customer-centric approach we saw from Presstek.”

Partnering with Presstek

Bellak performed a thorough market study to determine the best possible solution, including a review of offerings from its current vendor, one of the ‘Big Three’ in the plate market.

Gonzalez comments, “We chose the Presstek Compass 8030 with Aeon plates. This was a business decision based on price and performance. But our decision was also influenced by the customer-centric approach we saw from Presstek. Of everyone we looked at—and we looked at everyone—Presstek was willing to provide us with the most service. It was clear that they really appreciated our business, and that we were more than just another sale to them.”

Continued on reverse



"We generate about 10 plates every 35 minutes with little operator intervention. Plates are ready to mount on press when they exit the system."



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The company chose to use Aeon plates due to the abrasive nature of UV inks used in their in-line foil production process and added a post-bake oven to increase plate durability even more. In addition, Bellak took advantage of automation upgrades to the Compass 8030, including three input cassettes and an autoloader.

Promises Fulfilled

Bellak's faith in the Presstek solution turned out to be well-deserved. Not only do the new plates enable higher quality and more consistent printing with virtually no remakes, but plate throughput has increased dramatically. "The high throughput is due in part to increased uptime from this much cleaner system," Gonzalez says. "But it is also due to the fact that it is simply a faster machine. We generate about 10 plates every 35 minutes with little operator intervention.

We just make sure the cassettes are loaded, and the rest is automated with the autoloader, and in-line processor and bake oven. Plates are ready to mount on press when they exit the system."

Gonzalez is also extremely happy with the service he receives from Presstek. "There are always bumps in the road when implementing a new system," he says, "especially something as critical to the manufacturing process as a platesetter. Presstek worked hard to make sure everything ran as we needed it to. The people on site, as well as those on the phone, are really there for us. We can call them for anything, and they are very responsive. Our inside sales rep even calls me every Monday to see if we need plates. I appreciate that extra personal touch, since things get a bit crazy around here and the last thing we need is to run out of plates!"

Gonzalez adds, "I had an operational issue after 5:00 p.m. one day, and Presstek guided us through the process so we could get back up and running. With our previous vendor, I knew that after 4:55 p.m., I wouldn't be able to get hold of anyone till the next business day. In today's fast-paced world, that just doesn't work anymore." ■



PRESSTEK COMPASS 8030

