

Casey Printing offers quality without compromise using Fiery Color Profiler Suite

Challenge:

As a publication printer, Casey Printing found increasing demand for shorter runs that were not cost-effective to produce on web- or sheetfed offset presses. The company was seeking a “no excuses” production digital color solution to address this need.

“Our customers expect a certain level of quality,” explains Bill Casey, the family-owned company’s president. “We didn’t want to be in the position of having to tell customers that running a product digitally meant a compromise in quality. We want them to be thrilled with the quality of the work, regardless of the production technology we use.”

Because of its long history printing with conventional presses, the company has gained a lot of experience maintaining color appearance on the press.

“It’s crucial to focus on matching color to satisfy our customers,” Casey says. “Now that we are moving to digital, we are faced with a new set of challenges that are completely different from those of conventional printing. Our digital presses do not have process control tools or on-board print process adjustments that we are accustomed to for correcting the color over the course of a run. Also, digital customers expect us to print on a wide range of paper type, including the stock they sometimes bring in with the job.”

Solution:

Casey Printing chose to acquire a Xerox® Color 1000 Press with a Xerox EX Print Server Powered by Fiery® including Fiery Color Profiler Suite for the company’s color management needs. This combination allows Casey Printing to deliver uncompromising digital



Casey Printing Digital Manager Javier Cazares reviews a Fiery Color Profiler Suite test page.

“When I was trying to decide which digital front end to use with my Xerox digital press, everyone, it seemed, was using EFI Fiery servers. And everyone was right, a Fiery digital front end was the best path forward.”

BILL CASEY, PRESIDENT,
CASEY PRINTING



In 1901 Casey Printing founder Fred Vivian, with nothing but an old Washington Hand Press and the proverbial “shirt tail full of type,” started a weekly newspaper called The Rustler in the little country hamlet of King City, California.

Today, four generations later, his great grandsons, together with a team of talented craftspeople, are putting more than a century of graphics knowledge and experience to work for print buyers. With a complete, modern production facility, including digital pre-press, web- and sheetfed offset presses, digital printing, bindery and mailing, Casey provides high-quality print marketing solutions to meet the demands of today’s competitive media marketplace. Casey’s skilled craftspeople operate the right mix of equipment to provide the efficient, cost-effective production of catalogs, magazines, directories, brochures, tabloids, booklets, coupon books and a variety of other printed products.

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quality. An additional decision factor was the ability of both Xerox and EFI™ to support the company with local resources.

“We are in a small town in Central California,” Casey says, “and most other vendors do not have local technical support available. With our current configuration, we are able to get same-day or next-day on-site support when we need it.”

“In deciding which digital front end (DFE) to use with our Xerox press,” Casey adds, “I perused a number of forums to see what people were using, and Fiery servers kept coming up. Those peer recommendations were a big part of the decision process for me.”

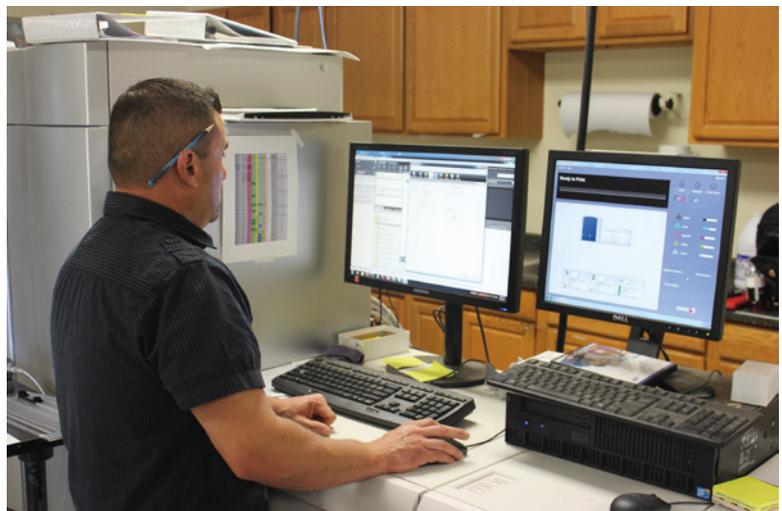
Digital printing is a growing part of the company’s business. Even though it represents only about 5% of its revenues today, that percentage is likely to grow significantly over the next few years. More important, digital printing fits as an important part of Casey Printing’s comprehensive offerings to its clients.

In order to remain successful in the printing business, “we have to utilize color management on our digital presses and therefore we invested in Fiery Color Profiler Suite to provide precise color output to our customers,” Casey says.

Results:

Casey’s experience with EFI Fiery DFE and Fiery Color Profiler Suite have lived up to the promise — and the peer recommendations.

“Customers often have longer runs of sell sheets and other products but also need shorter runs of versioned pieces for events or other uses,” Casey states. “For example, we have an agricultural client who needs sell sheets with images of produce in various groupings used at shows and for selling to large grocery chains. These product sheets must be timely — the kind of tomatoes that are popular might change, or there might be a focus on radicchio. The images need to sell the product and they need to look as close as possible to offset. These shorter runs are work that we never would have gotten before, and our customers are delighted.”



Digital Manager Javier Cazares configuring job properties with Fiery Command WorkStation®.



Bill Casey and Javier Cazares are proud users of a Fiery print server and Fiery Color Profiler Suite.

Casey Printing's staff was not sure what to expect at first using the Color Profiler Suite's Express Profiler module, but they were pleased with the results. "By using the new Express Profiler module, our operators can create a custom profile for new paper in a few easy clicks so we can be up and running in no time," says Casey.

Color Profiler Suite uses the settings from a preconfigured library of output profiles. "Ninety-nine times out of 100," Casey explains, "we can start with one of the standard-based profiles and get where we need to go much more quickly than if we had to start from scratch every time. It is critical to profile the paper. If you have a profile for an 80-lb gloss, but now you are using a different brand, it can throw the color off."

Casey also appreciates the way that Fiery Color Profiler Suite handles spot colors, saying, "You can simply print out a swatch sheet that includes the Fiery server's best attempt to match the color with a grouping of variations around that. It makes it very easy for us to specify the exact spot color and accurately repeat that color job after job."

In order to consistently provide customers with accurate color output and fulfill their needs, Casey says his company's operators "calibrate on a daily basis, create output color profiles as press conditions change over time, and profile unique paper stocks. This means that for reprints, we can guarantee the accurate color reproduction that our customers have come to expect. Color Profiler Suite and the Fiery DFE make the profiling process seamless and easy enough for all of our operators to come up to speed in record time."

"With EFI Fiery DFE workflow and Fiery Color Profiler Suite, we are achieving accurate, precise and consistent results – without all the headaches that are usually involved with creating new profiles or finding a correct spot color formula."

**BILL CASEY, PRESIDENT,
CASEY PRINTING**

EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit www.efi.com or call 650-357-3500 for more information.



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