



Brothers Rob Straka, Vice President of Sales, and Joe Straka have worked diligently as a team to transform Priority Press from a traditional commercial printing company into an integrated business communications provider.

Priority Press is a family-owned business founded in 1980 as a commercial printing company. Led by a former Procter & Gamble brand executive and software entrepreneur, the company has evolved into a multifaceted business communications provider offering offset and digital print, mail, email, mobile and web messaging services, and inventory fulfillment. The G7- and ISO-certified company has 65 employees. Priority manufactures a multitude of printed products including brochures, product literature, annual reports, magazines, catalogs, manuals, directories, business forms, stationery, envelopes, newsletters, direct mail campaigns and more in runs of one to more than five million.

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## Priority Press Turns to EFI for Business-critical Solutions

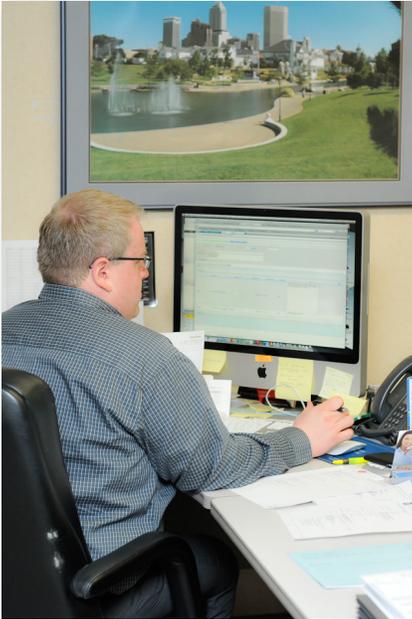
### Challenge:

*"We did extensive due diligence before making these business-critical decisions. We were especially seeking solutions that would work together for increased automation and reduced time to market."*

*Joe Straka, President  
Priority Press*

Priority Press had an entry-level MIS in place that needed upgrading. The company also had determined a need for a robust web-to-print solution to enable easier job submission and a more automated process. In addition, Priority Press was looking to have these solutions integrated with each other and with the company's Prinergy workflow, taking cost and touches out of the process and delivering both improved customer service and a positive impact on the bottom line.

In its due diligence process, Priority looked in depth at 6 different web-to-print products and 4 MIS solutions before making its decision. The company also needed to make a decision about which digital front end (DFE) to use for a new Canon imagePRESS 7010 digital color press.



Shane Ryder, Project Manager, uses EFI Pace to review job production information and the job schedule.

## Solution:

*“EFI’s training and support are second to none and EFI Connect is an industry must. I think it is one of the most well-done conferences in the industry. It is the one show every year that I would not miss.”*

**Joe Straka**  
President  
Priority Press

## Solution:

Priority Press chose a range of EFI™ offerings to meet its emerging needs. These included EFI Pace™ for its MIS, EFI Online Print Solutions (OPS) for web-to-print, and EFI Fiery® as the DFE for its newest Canon digital press.

“As we did our research on MIS,” Straka explains, “we found that EFI Pace was the only solution available at the time that met our requirement for an open architecture, browser-based MIS solution. And I felt that the folks at OPS had the best solution in the market and were the most visionary in terms of where they wanted it to go in the future.”

In terms of a DFE for Priority’s second Canon imagePRESS 7010, Straka adds, “On our first Canon digital press, we implemented another DFE because of its ability to integrate with Prinergy. However, Fiery can do that as well now, and we felt comfortable staying within the EFI product set to meet that need. Also, we were already running Fiery with our Epson proofers so we were familiar with its operation, workflow and capabilities.”

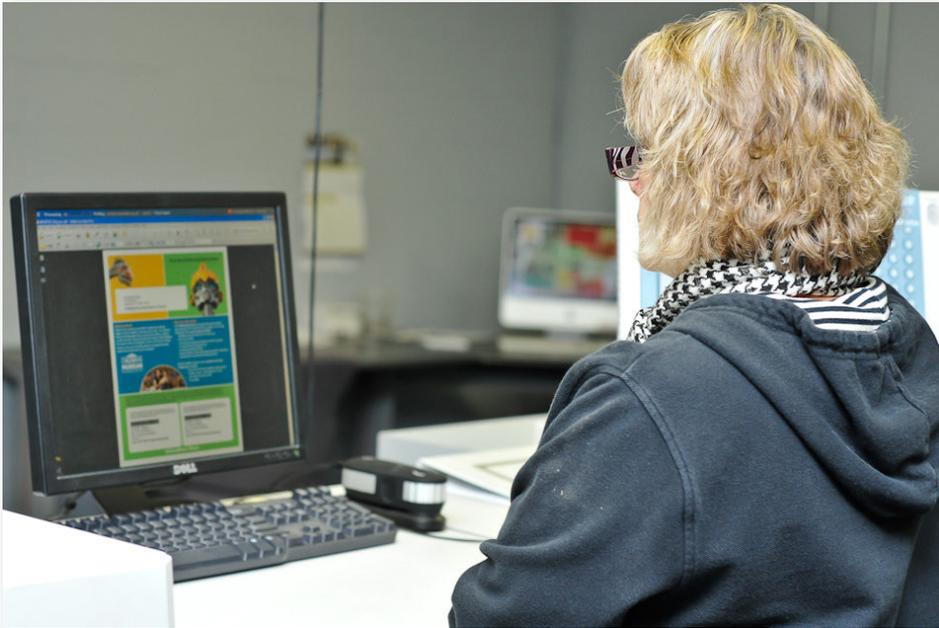
## Results:

In the short time that the new Canon imagePRESS 7010 with a Fiery DFE has been operational, Straka reports that he is getting 10% or more throughput from the Fiery-powered Canon as compared to the other front end. “I have run the same job on both presses when we need maximum throughput,” he says, “so the metrics are accurate.”

In terms of web-to-print, Priority Press has made significant progress with its customers. “We have more than 80 different storefronts up and running,” Straka claims, “and about 15% of our business comes in that way. We started with OPS hosting the solution and then moved it on-site as we got more experience, and we really appreciated the flexibility to do that.”

Straka also reports that OPS is easy to maintain and it is straightforward to create personalized web sites. “That, together with some features that are important to us for our direct mail business, were key buying factors for us,” he says. “We can get customers up and running on a site in as little as two weeks, although more complex environments will take longer.”

Priority Press purchased its OPS system about a year before EFI acquired its developer, Online Print Solutions. “EFI has made OPS even better in one year,” Straka adds. “I believe strongly that in years 2, 3



Cyndi Henderson, Digital Operator, uses EFI Fiery to prep a file for the Canon 7010VP.



## Results:

*"Fiery simply is a faster solution. Plus it is well supported so our operators can be better educated and more effective."*

**Joe Straka**  
President  
Priority Press

and beyond, EFI's influence will continue to make the product and vision better and stronger than it would have been without them."

Implementation of EFI Pace took some time, as any good MIS implementation will. "We wanted to make sure we considered everything as we undertook this major project," Straka says. "We wanted to get as much right as possible the first time. Our MIS is central to our ability to run our company efficiently and cost effectively, and it is critical to our ability to stay competitive and deliver best-in-class solutions to our customers. Pace has lived up to expectations, and we expect it to get even better as we proceed with the Prinergy integration."

Straka has also been extremely pleased with his EFI relationship. "It is a very well-run and professional company that we can rely on," he states. "A lot of people use the word 'partner,' but EFI truly understands what that means. They are very responsive, listen to our needs and work hard to exceed our expectations."

Straka also looks forward to attending EFI Connect every year, describing it as the one industry event that he would not miss. "It is an important opportunity to hear about what is coming, speak with EFI executives and engineers one on one, and network with my peers. There is so much value that I can't even begin to describe it. I always come home with fresh ideas and new energy."



Beat the competition and profit with EFI's integrated Fiery®, VUTEK®, Jetrion®, EFI Wide Format, Print MIS and Web-to-Print solutions. Visit [www.efi.com](http://www.efi.com) to learn more.

## Why EFI?

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