

Nation's Top Kwik Kopy Turns to Mitsubishi Imaging to Trim Costs

Business was booming for Kwik Kopy Printing of Crown Point, Ind. The company was riding a 21-year track record of success. In 2005 it took top sales honors among all U.S. Kwik Kopy franchisees. And the printer's customers loved the new one-stop shopping they got from Kwik Kopy's add-on professional photography and design services.

In 2006, co-owner Phil Ruschak noticed that his shop was beginning to lose bids on price. His 2-up press was just too expensive for the larger, processed-color jobs he was going after. Mr. Ruschak knew he needed to invest in a 4-up system to remain competitive.

So he turned to a vendor he could trust, one that had delivered rock-solid performance for his company for more than seven years – Mitsubishi Imaging and its industry-leading polyester plate technology.

"We Won New Business the First Week"

After ruling out metal plates, Kwik Kopy chose Mitsubishi's DPX 4 polyester CTP platesetter for its new Sakurai 4-up press.

Why polyester? Mitsubishi pioneered polyester CTP technology more than 20 years ago, mostly for black-and-white and spot color printing. Today, thanks to improved resolution, tone reproduction, backing and registration, Mitsubishi polyester produces process color as well as metal plates. Polyester costs less to own and operate compared to metal, so for Kwik Kopy, polyester was a "no-brainer."

One week after installing the DPX 4, the printer requested six jobs, and got them. "Going from 2-up to 4-up, the cost of jobs dropped 30 percent," Mr. Ruschak said. "I can see several jobs a week that we have now that we weren't doing before installing the DPX 4."

Polyester platesetters are less expensive and more efficient than metal devices. Files go directly from computer to the platesetter and out comes a fully processed and punched plate that is ready to hang on press. Total cost of ownership is so low, many print shops find that they recoup their investment in polyester very quickly, much faster than with a metal CTP system.

Press-Ready Plates in Minutes

In addition to reducing costs, Kwik Kopy used the DPX 4 and Mitsubishi's workflow automation tools to shave up to 15 minutes off the production time of each job. Producing 30 to 50 plates per day, Kwik Kopy is using those extra minutes to squeeze in more jobs and speed up turnaround time. Clients are taking notice.

COMPANY: Kwik Kopy Printing
LOCATION: Crown Point, Ind.
SALES: \$1.68 million in FY 2005
FOUNDED: 1985
EMPLOYEES: 14
CLIENTS: 1,250 small businesses including medical, legal and nonprofit
VOLUME: 1,500 jobs per month (40 percent offset printing)
PRODUCT: Mitsubishi DPX 4 Polyester CTP Platesetter
INSTALLED: July 2006
SALES & PRODUCT INFO: mitsubishi-imaging.com/ga/index_ga.asp
 800 765 9384 x3232

*"Buying Mitsubishi was a no-brainer. We were well versed in Mitsubishi's reliability and are impressed with how well the DPX 4 performs. We're banking on its quality."
 – Phil Ruschak, Co-Owner,
 Kwik Kopy Printing,
 Crown Point, Ind.*

Kwik Kopy Owners Tim Koedyker, Dart Koedyker and Phil Ruschak with their DPX 4



 **Mitsubishi
Imaging (MPM), Inc.**

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"We looked at manual metal plate-setters, but you have to have someone dedicated to it," said Mr. Ruschak. "With the DPX 4, we can have all active jobs in the queue at night, and there will be 30 plates waiting for us in the morning. It takes one person out of the mix."

The DPX 4 produces plates with a minimum of operator intervention. The plates are automatically loaded, punched, exposed, processed, dried and ready for press.

"Plus, if there is a problem on the press, any one of the operators can queue up another plate. And because of the imaging-to-punch capability, the pressman can easily register it with the others," added Mr. Ruschak. "The repeatability is excellent. There has never been an issue."

Mitsubishi Reliability: Bank On It

Kwik Kopy was no stranger to Mitsubishi when it decided to go with the DPX 4. In 1999 the company purchased the Mitsubishi DPX 460 2-up polyester plate-setter, so it was "well versed in Mitsubishi reliability," according to Mr. Ruschak.

"I have seen other franchisees using lesser equipment, and they end up fighting it. The quality isn't as good as the Mitsubishi. The DPX 4 works really well."

With customer accolades like this, it's clear why Mitsubishi has the lion's share of the polyester market. According to industry estimates, the DPX represents 70 percent of all polyester platesetters installed worldwide.

Small commercial printers like Kwik Kopy are key drivers of polyester's growth. Non-metal CTP sales in North America are projected to increase 9.5 percent through 2010. Analysts expect 90 percent of those sales to come from the small-to-mid-size commercial printer segment.

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