

## Want An Edge Over Your Competitors?

# Trend Graphics Switched from Digital Printing to Offset Printing and the DPX 4 and Watched Their Business Grow

*There is a sense of industry history and commitment to service that you get when you speak to Bob Gajewski from Trend Graphics. Housed in the historic Union Special Building in downtown Huntley, Illinois, Trend Graphics is a family owned and operated company that has been offering full service printing needs since 2001.*

A veteran in the industry, Bob began his career in printing through a high school work program in Park Ridge, Illinois, 40 miles from where he now resides. Following high school, Bob remained with the same company for over thirty years, learning the business from soup to nuts. Eventually, the time came when he decided to venture out and start his own business.

"I grew up in a print shop and know this business well. I started as a copy shop and switched from digital to offset printing to be more competitive, cost-efficient and profitable."

Last year Bob told his dealer, Barker Offset Service Corp., that he needed to be able to increase his business

capability. He noticed an increase in work in higher run lengths, up to 10,000, but concurrently the very short work seemed to be dropping off. After further research he found out that the copier companies were selling his customers the same digital printing devices that they sold him for the same price that he paid. Bob's dealer suggested that he add offset capabilities to his print shop to be able to stay competitive and to offer his customers a full array of services.

"In the past I was farming out my big runs. Customers were coming to me who wanted 50 copies of one item and 5000 copies of another item and I needed to farm out the large jobs to another company with offset capabilities on-site. I wasn't able to make a profit with that equation. People think digital is the most cost-effective way to go but in reality it's more expensive and less cost-effective. Digital is capable of some of the work but if you want to grow and be more profitable you really need to be able to handle offset printing jobs in-house."

**COMPANY:** Trend Graphics  
**LOCATION:** Downtown Huntley, Illinois  
**FOUNDED:** 2000  
**EMPLOYEES:** 8  
**VOLUME:** 75 – 80 jobs per month  
**PRODUCT:** DPX 4  
**INSTALLED:** 2007  
**SALES & PRODUCT INFO:**  
 mitsubishiiaging.com  
 800 765 9384 x3232

*"When you have been in an industry for over 30 years and someone offers you a product that promises to provide faster service, better quality and reduced costs you don't walk, you run to make that purchase because you know that the sooner you begin implementing this new piece of equipment the sooner you will reap the benefits."*

*– Bob Gajewski,  
 Owner, Trend Graphics*

Bob Gajewski owner of Trend Graphics and his wife, Joan, with their DPX 4.



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To stay competitive with his own customers, Bob ultimately bought a Sakurai 458 half-size press. After buying the press he was outsourcing his platemaking but found his outsourced metal plates were getting more and more expensive. "I didn't have a lot of flexibility on turn-around since I was relying on another company for my plates." For the variety of work that Bob wanted to do, Barker recommended Mitsubishi Imaging's DPX 4 platesetter and Silver DigiPlate plates. "Barker assured me that Mitsubishi's polyester CTP technology would be capable of producing the kind of quality that I was used to and that has definitely been the case."

Since Bob had initially been running metal plates, he explored metal CTP systems. But after further research he quickly realized that polyester CTP technology was a better business decision. Polyester plate equipment and consumables represented considerable savings over the metal CTP technology. "The cost was lower with the Silver DigiPlate system and the quality was as good, this meant I could keep my costs down, deliver a great product and still make money. That's the type of business decision that all of Trend Graphics stands behind." With the DPX 4, files go directly from computer to the platesetter and create a fully processed and punched plate that is ready to hang on press. Total cost of ownership is so low that many print shops find that they recoup their investment very quickly. This has enabled Trend Graphics to be more competitive.

Bob saw the benefits of his decision immediately. "In the past it would take 6 hours on the digital printer to run a 1000 sheet 2-sided 11 x 17 inch job, plus we were paying the click charge. Now with the DPX 4 and the Sakurai 458 half-size press, that same job runs in under an hour and the entire click charge is eliminated. With offset printing the job is a mere \$12 in plates and the amount of time we save can be spent on another job. The savings just keep adding up."

"Before the DPX 4, we were running about 50 digital printing jobs per month but now we are up to anywhere from 75 to 80 jobs per month. In terms of the quality and the speed of the DPX 4, you can see the impact immediately. I am able to win more jobs with offset. I would match the quality of my plates with any metal plate."

"Using the DPX 4 gives us an edge. We are very pleased with the quality and durability of the plates and the speed is outstanding—the plates are up to color in less than five minutes. So whether we are running a catalog for the local Chamber of Commerce or a piece for Verizon, we are able to produce the

highest quality product for the most competitive price. We are taking more and more digital work to offset—it's faster and it's cheaper with better quality—what more can you ask for?"

"In January 2008 we landed political work that brought us \$75,000 worth of work that we couldn't have done if we had still been using our old system. As I said earlier, we're a family owned and operated business and we need to keep our business in-house to turn the profits that we need to stay competitive. We went for this job again this fall and are confident that with the DPX 4 and Sakurai that we'll land the job again this year."

"We were delighted to work with Barker Offset and Barker worked countless hours with me to help me find the solution I needed for my offset needs."

"When you have been in an industry as long as I have, you know when you have a winner, and the DPX 4 is here to stay," Bob said as he headed off to his print shop to handle one of his long-time clients or one of his many newly acquired accounts, all with the same level of care that sets Trend Graphics apart from its competitors.



***Trend Graphics received an Honorable Mention in Quick Printing for one of the fastest growing companies.***

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