

Sir Speedy of Sarasota and RIPit – A Perfect Match:

New Workflow boosts Shop Production and Profits



To meet the shop's increasing workload, Jeremy Mitchell upgraded to OpenRIP® Symphony™ and added a second RIPit® Platesetter. This increased prepress production and accuracy, as well as overall print quality.

For more than 30 years, Sir Speedy has been a leader in business communications; providing exemplary printing, copying and digital networking services. A privately held company with more than \$400 million in network sales, Sir Speedy is part of the Franchise Services, Inc. family of companies, which includes the Sir Speedy, PIP Printing and Document Services, MultiCopy and Copies Now brands.

Sir Speedy of Sarasota, Florida; owned by Eileen Rosenzweig and Jackie Sanderson; is one of the most successful franchises in Florida. The operation provides one-color to full-color, small or large quantity, and high-quality, professional printing. A new 8000 sq. ft. location houses 22 employees supporting a diverse customer base.

Business comes from corporate entities ranging from the medical industry to advertising agencies, the Chamber of Commerce, Economic Development Corporation; and through to walk-in business. Everything from full color, high-resolution annual reports through brochures fit

into the range of printed products Sir Speedy Sarasota supplies to its customers.

Although he's been with Sir Speedy Sarasota for seven years, Production Manager Jeremy Mitchell says his actual work experience, primarily self-taught, is more closely equivalent to twenty years. Of particular interest over the years, he says, has been printing plates and the use of chemistry. Mitchell developed significant knowledge and soon grew to realize that Sir Speedy Sarasota needed to upgrade its technology in order to be as competitive as possible.



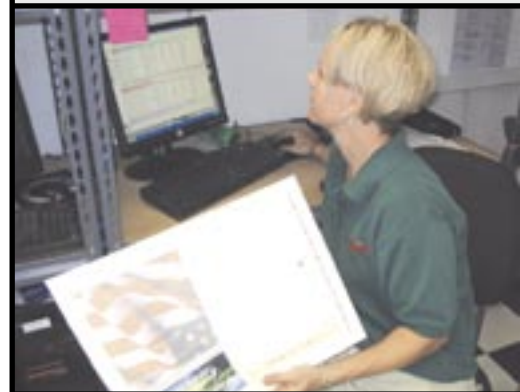
"We started looking for what I came to realize was a kind of print shop utopia," Mitchell says. "We were looking for a seemingly unattainable combination of affordability that would give us increased productivity in a streamlined workflow – AND we wanted tech support as needed, especially during off-hours.

"We actually found that utopia in RIPit Computer Corporation!"

Founded in 1990, RIPit designs its solutions to be customizable and easily integrated into graphic arts workflows worldwide. RIPit's superior workflow and CTP solutions for the small to midsize print shop are the choice of the majority of quick printers and franchises in North America. Award-winning, Adobe® PostScript® 3™ RIP technology is the cornerstone of RIPit's high quality, easy-to-use range of hardware and software solutions.

"It's been exciting to participate in the dramatic technological changes that have taken place in our industry. Sir Speedy has been able to take advantage of the best developments by working with progressive companies such as RIPit," says John McNew, manager of vendor relations for Franchise Services, Inc., the parent company of Sir Speedy.

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(Above) Becky Mitchell uses OpenRIP Symphony to quickly set-up customer files for specific output devices and presses. (Left) Pressman Steve Ernst mounts a high resolution polyester plate on one of the shop's Quickmaster 46 presses.

For Mitchell, a big advantage of OpenRIP Symphony is its ability to drive a variety of imagesetters, platesetters, laser printers, copiers, inkjet printers, and plotters. This provides output consistency from device to device and feeds the shop's large stable of presses including a Ryobi 3304HA, a Ryobi 3302 and two Heidelberg Quick-master 46 presses.

"We began with RIPit's basic CtP package, which included the OpenRIP and a SpeedSetter X2 Platesetter," Mitchell says. "When we got busier, partially because we moved to a newer and larger building, but primarily as a result of the higher print quality and capacity we got out of the RIPit system, we upgraded to OpenRIP Symphony and added another RIPit platesetter.

"And although the quality was already top-notch, we dramatically increased prepress production and accuracy."

RIPit's imposition, Mitchell says, is especially helpful in that it allows Sir Speedy Sarasota to go to press faster. "Designers send everything 1-up, and the RIPit system automatically imposes the jobs to suit our presses and bindery," he says. "There are no more off-centered images on the plates, (rather, they are) always centered perfectly by the imposition software." Mitchell adds that there are a wide range of

(Below) Cesar Villacis, with plate in hand, is ready to get the job done on the shop's Ryobi 3304HA.



(Above) Jen Herman gets ready to run another quality job using a polyester plate imaged on a RIPit 300 In-Line Platesetter. (Right) Matt DeNegrís checks the color from the shop's Inkjet Poster Maker (HP5500 DesignJet Plotter).

automatic imposition options, and says his shop particularly enjoys the ability to impose more than one file on one plate.

Affordability was another major factor in implementing RIPit technology. "RIPit gives us an incredible, unbeatable package for an amazingly low cost of entry. I'm pushing 2400 dpi or 150 lpi easy with OpenRIP Symphony, which comes with all the bells and whistles, including raster imposition, full-featured RIP, and always available tech support," Mitchell says. "We're saving ink and saving money, and at the same time giving our customers high end quality like they've never seen before."

Mitchell adds that it is important for his peers in the industry to realize that a RIPit CtP system's advantages are substantially enhanced with additional, tangible benefits other vendors can not offer.

"Plus, you save on plate material and use less ink because you can run much higher line-screens with RIPit's hybrid screening technology. It's truly a high-quality, commercial-level system at a low cost."

The company also commends RIPit's service and support operations. "We had an instance a while back where our plates weren't cutting properly. RIPit sent a new imager in less than 24 hours. If anything does go wrong, they guarantee you get it by 10:30 the next day. And you do."

"When people ask me about my experience with RIPit, I tell them, 'You are buying customer service and knowledge when you buy RIPit. You can't go wrong. You are not just buying the RIPit system, you are also buying a graphics person as a result of the imposition software; and the pressroom, in turn, is much happier because they are getting in quality jobs that they can print faster - you couldn't ask for anything better.'"

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