



RIBBON CUTTING - Delmarva Printing, Inc. kicked off their Business After Hours by cutting the ribbon at their new building located at 2110 Windsor Dr. President Gary Crescenze, along with staff partners, representatives from Wicomico County and the business community cut the ribbon. We welcome Delmarva Printing, Inc. to the community and wish them all the best.



1 Year Anniversary - Delmarva Printing, Inc. started their Business one year ago today October 15. The building is located at 2110 Windsor Dr. President Gary Crescenze, along with staff.

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**Delmarva Printing Succeeds
with a single-source CTP
and press combo >p.50**

Package press >p.42

Quick turns >p.32

Ties that bind >p.46

Compact CTP >p.50



No going back

Delmarva Printing succeeds with a single-source CTP and press combo

Just the CTP facts

A poster at B4Print.com recommends a CTP white paper from Bob Weber Inc., a pre-press remarketer. "It's great—it has a lot of straight talk and information about platesetters," writes the forum participant. "No sales hype or pitches—just good information." See www.bob-weber.com.

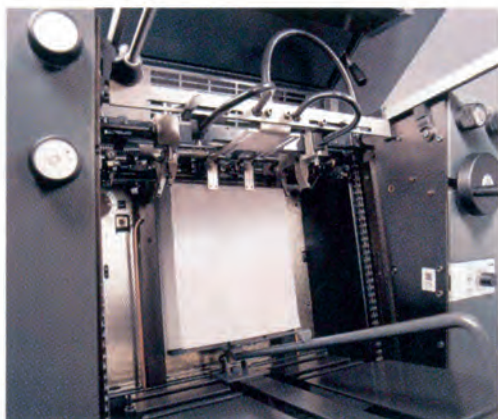
"Not many people want to deal with a startup company anymore," says Gary Crescenze, president and CEO of Delmarva Printing (Salisbury, MD). But when another company bought the printing company he worked for, he and some of his fellow workers decided to take a chance on a new venture. They found support and a reliable equipment source in Heidelberg (Kennesaw, GA).

With 27 years' experience in the industry and clients already onboard, Crescenze had a pretty good idea what type of equipment he wanted. But as a startup with limited funds, sourcing equipment was a challenge. He had run various manufacturers' printing presses in the past, and Heidelberg's most recently. He says, "We always felt that once we got into Heidelberg, there was no going back," citing the equipment's reliability and durability. "We had to have a 6-color press of at least 29 inches and a coater," as well as all the



Delmarva Printing CEO Gary Crescenze (l.) with sales & marketing vice president Pete Brown (r.)

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The SupraSetter makes plates for both presses at Delmarva, the 2-up Printmaster QM 46 (above) and the 4-up Speedmaster SM 74 (below).



That's a big shopping cart

With financing and the investment of as many as one-third of Delmarva's 18 employees, the firm went about selecting equipment for its entire shop floor.

Heidelberg offers two different CTP technologies: the Prosetter line, which is a violet laser device for metal plates; and the thermal SupraSetter line for metal plates, including the Saphira Chemfree plate.

Heidelberg helps shops with the process of evaluating their equipment needs when they make a CTP or press purchase. According to Heidelberg CTP product manager Mark Tonkovich, there are several factors that come into play when determining which CTP device to bundle with a specific press. "We look at what their printing needs are first and then work from the pressroom back out. Once we have that criteria, it will point toward one CTP technology or the other, or sometimes even both."

When it came time to choose, Crescenze decided to go with the newest technology: chemical-free CTP. "It was a concern of ours," he says, "because we weren't sure how durable the plates were [metal Saphira Chemfree plates from Heidelberg]. But they told us we shouldn't have anything to worry about and we've had great success with them so far. No fix, no developer, just gum—that's it." He purchased a SupraSetter A 74 platesetter along with a complete

digital front-end Prinect system for the shop's chemical-free prepress area.

"Every [Saphira Chemfree] plate is good for 100,000 run length and 250 line screens," Tonkovich explains. "But it isn't recommended for UV inks, which are more aggressive, or for a half-million run length." According to Crescenze, Delmarva's average job runs well below 100,000 impressions, so they haven't had trouble with the run length limitation.

Cost was another important factor. "We're paying almost the identical price for the plate," says Crescenze. "But because we don't have to buy the chemicals, it's that much less maintenance and disposal that we have to worry about, and it's just one less thing we have to buy. So it's actually a cheaper system."

Flexibility at startup and into the future

Touted as "the modular CTP systems that expand with your needs," the SupraSetter family offers versatility in plate handling, format coverage and punching. Configurations range from the 4- or 8-page basic model to the Single Cassette Loader and fully automatic Multi Cassette Loader. The SCL can hold up to 150 plates of 0.15 mm (0.006 inch) thickness in one cassette. With a plate thickness of 0.3 mm (0.012 inch), capacity is still up to 100 plates per cassette. The MCL version offers up to four cassettes for a maximum of 600 plates. The plates can be in one format or a flexible combination of up to four different formats.

SupraSetter has a compact design and temperature stabilizer to help ensure accurate register. Its Intelligent Diode System (IDS) ensures operation can continue with no noticeable drop in performance even if a diode fails due to wear and tear. The 400-sheet capacity slip sheet collecting tray helps eliminate paper jams.

All the status information from the device can be transferred to the Prinect prepress software, where the MIS evaluates the data. The SupraSetter can also be integrated into the JDF-based Prinect Printready System workflow.

Another take on green CTP

Cultivate Communications in Canoga Park, CA, is on the cutting edge of environmental initiatives. Focused on marketing communications, the firm bases its success on understanding clients' business objectives. In print production, this means maintaining state-of-the-art equipment while upholding a commitment to sustainability. President and CEO Steve Mahr maintains a philosophy

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CTP-to-offset print production, DI can handle short runs cost effectively, quickly and with high-quality color.

See www.presstek.com.

"Chemfree plates seem to be a hot button, and they're only available on thermal right now," says Tonkovich. "[In smaller shops], violet actually was dominating. Then it switched to thermal because of the chemfree technology. But with violet chem-free on the horizon, it will be interesting because violet has a lower cost of ownership. At Drupa, you'll see some interesting developments on violet chemfree plates."

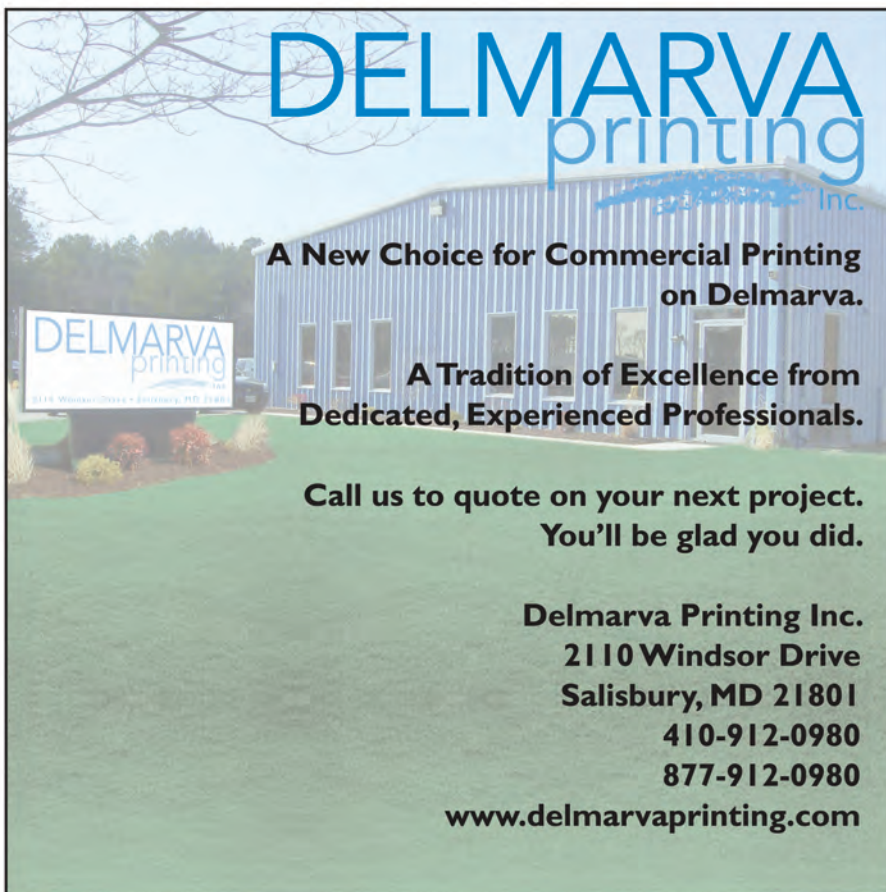
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Denise Kapel is managing editor of AMERICAN PRINTER. Contact her at dkapel@americanprinter.com.



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No going back

Apr 1, 2008 12:00 PM, By Denise Kapel

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See www.presstek.com.

Big help for small business

Heidelberg USA (Kennesaw, GA) launched a program for small print businesses in 2006. Called "Printers Advantage," it is designed to provide information and business solutions to help solve problems unique to small business enterprises. Membership is free and printers need not own a Heidelberg press to register.

See www.printersadvantage.com.

Briefly noted

At Drupa, Agfa (Ridgefield Park, NJ) will introduce :Azura TS, a ThermoFuse-based, chemistry-free, thermal digital plate said to feature a

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Delmarva Printing, Inc.

Delmarva Printing only opened its doors last fall, but with its experienced staff of 20 employees (most of whom have at least 25 years of experience in the trade), the company is successfully serving the printing needs of individuals and businesses throughout the Delmarva and Mid-Atlantic regions.

What is a fledgling business in name only came about when the staff's previous employer was purchased by a foreign investor and moved out of Salisbury. Seeing the need for an independently owned printing company that's committed to serving the local community, a group of colleagues joined forces to create Delmarva Printing.

To see how committed Delmarva Printing is to serving its community, look no further than the people who own stock in the company. Of Delmarva Printing's seven shareholders, six work at the company and three of those individuals are non-management production employees who wanted to

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create a printing business that would never relocate.

"People just wanted to invest in this company," says Pete Brown, vice president of marketing and sales. "Since the stockholders of our business are within the company walls, it shows the level of commitment we have to the local market and the community." To be certain, Delmarva Printing's shareholders have a vested, and personal, interest in the products they create.

Among those creations are high quality, commercial, sheet-fed printing products including business cards, annual reports, brochures, guide books and publications. (The company printed this edition of *Exclusively* Greater Annapolis 2008.) Delmarva Printing also offers customized promotional items such as pens, badges and name tags, lanyards, mugs, towels, blankets, coolers, shirts, jackets, duffel bags, and business and golf accessories.

Although Delmarva Printing is a community-oriented, resident-owned business, it's as technologically advanced as a large-scale printer. "We are equipped like a large plant and outfitted with large plant equipment, but we're located in a small plant facility," explains Mr. Brown. "All of the equipment is specialized for commercial printing and binding." Despite the company being new and small, Delmarva Printing has received mention on CNN.com and in the trade journal *What They Think?*

As important as it is for Delmarva Printing to serve the Salisbury area, the printer considers it just as important to be a community leader in caring for the region's environment. The company's "printing green" initiative goes the extra mile to have as little impact as possible on the environment. Delmarva Printing recycles the energy generated by its press drying section to heat its facility. And because Delmarva Printing uses vegetable-based inks, recycled paper and chemical-free processes, there's no polluted wastewater or toxins to dispose of. Paper scraps and aluminum printing plates are sent to a local recycling company for reuse.

"Going and being 'green' is a company-wide effort," notes Mr. Brown. "We believe it's important for us to operate as an environmentally responsible business. Our environmental efforts began with the selection of equipment before we opened for business and continues today."

Taking care of area residents and businesses, being environmentally responsible and keeping the Salisbury region's economy strong is what Delmarva Printing is all about.

Delmarva Printing, Inc.

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Delmarva Printing Offers Heidelberg Solutions

Heidelberg USA Press Release

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Crescenze's 27 years of industry experience taught him that Heidelberg equipment is reliable and durable, so he turned to Heidelberg to outfit every area of his print shop, from prepress through the bindery. "Heidelberg is the industry standard and our customers are very supportive and very happy that we have chosen to use Heidelberg throughout our shop," Vice President of marketing & sales Pete Brown said.

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Delmarva Printing Opens With Heidelberg Solutions

Source: Press release issued by the company, unless otherwise noted.

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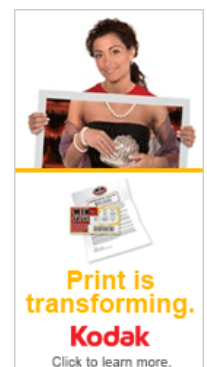
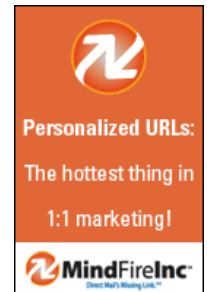
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