



SUCCESS STORY

Analytic assessment service helps printers drive greater efficiency, productivity in prepress

For printers, CTP devices are one of the most important components of a smooth and productive prepress operation. Ensuring optimal CTP performance can improve operational efficiency in the plateroom and beyond. Owners of KODAK MAGNUS Platesetters now have a new tool to help them optimize CTP performance: KODAK Optimized Performance and Uptime Services (OPUS) Uptime Discovery, an analytic assessment program that uses Key Performance Indicators (KPIs) and benchmark data to find opportunities for driving greater utilization and prepress productivity.

The program provides a thorough, on-site review that observes the customer's plate room operations and examines the health of the MAGNUS Platesetter, training needs, preventive maintenance procedures, and the potential for upgrades. The analysis and resulting report recommend improvements that align with the customer's overall business direction in areas such as system uptime and performance optimization, production capacity, prepress processes and maintenance routines. For printers throughout the United States and Europe, the program has proven to be extremely valuable.

Validating processes at Flower City Printing

Established in 1970, Flower City Printing, Inc. has grown to become one of the biggest graphic service providers in North America. With over 350,000 square feet of production space and an incredible array of printing and finishing technologies, Flower City Printing has become the supplier of choice for several Fortune 500 companies. The company is a long-time Kodak customer, and currently images approximately 4,000 KODAK TRILLIAN SP Thermal Plates per month on its two MAGNUS VLF Platesetters.

In December of 2016, Flower City Printing had Kodak's service team in to perform Uptime Discovery on its 10-year old MAGNUS Platesetters as part of an overall review of the printer's operations. Director of Manufacturing Craig Brothers explains, "What really enticed me about Uptime Discovery was the true audit of all our processes. We print very well, but we're trying to get even better, and are currently auditing of all our processes within the company to improve our Color Assurance Program. Our goal is to drive consistency on every job."



I'm validating inside, but I'm looking for technical people outside to assure that we're going in the right direction. We looked to Kodak to verify that we are doing everything we should be doing in the plate room."

Kodak's Service team came in for three days to observe, evaluate and speak with everyone from plate operators to pressroom supervisors and the management team, in what Mr. Brothers described as a "seamless" process. Kodak's analysis provided just what Mr. Brothers was hoping for. "The Kodak Service team found that we're doing all the right things," he notes. "All our operators are doing the same thing. There is repetition from shift to shift to shift. We run our operations twenty four hours a day, five days a week in the plating room, with on-call people during the weekend, so this was very good news."

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Craig Brothers, Director of Manufacturing

The Uptime Discovery report also confirmed that Flower City Printing was "doing everything as efficiently as possible. There was room for improvement by adding automation options like plate punchers, loaders and stackers to our current MAGNUS Platesetters."

Trusted advisor

Flower City Printing has a long and productive relationship with Kodak, with the same Kodak technician making weekly calls for years to maintain the MAGNUS Platesetters. To Flower City Printing, an interesting aspect of the Uptime Discovery assessment was Kodak's evaluation of its own support program. Mr. Brothers explains, "Kodak was not only validating what we were doing. Kodak was validating what they were doing, and I think that's a big deal. It gave me a lot of confidence in the alliance we have with everyone at Kodak, from the sales team to the local maintenance guy."

He concludes, "We're always striving for perfection. What we have to do is make sure we're doing the same thing day in and day out. It's nice to have somebody you trust from the outside give you an honest opinion. It's a very good thing to validate that we're going in the proper direction. That's what happened with this OPUS Uptime Discovery process. It was very candid. It was very truthful. And that's valuable to us."

