

CASE STUDY: Copy Cop – Patrolling the Digital Highway

Company

Copy Cop and The Digital Printing Company,
Boston, Massachusetts

Profile

Local network of retail printing stores with a
digital production hub

Challenge

Needed to add high-quality, short-run offset
printing and produce a higher volume of work in
an all-digital environment

Solution

A 34cm Presstek DI press

Results

- Easily produce 300 line screen four-color offset printing within an all-digital workflow
- Ability to cost-effectively produce high-quality, short-run color with very fast turnaround times, and without 'click charges'
- Complementary solution to digital toner-based equipment

Fourth Generation Printer Redesigns a Business for the Digital Age

Fourth-generation printer Grover Daniels took time off after he sold Boston-based Daniels Printing in 1999, but he couldn't stay away from the industry. In 2004, Daniels began seeking his next opportunity. Having pioneered digital prepress and workflows at Daniels Printing, Daniels was convinced that the future lay in taking digital workflow and production to the next level. With that in mind, he acquired well-known Boston retail chain Copy Cop and set about redesigning the business.



Grover B. Daniels

Daniels indicates that what he liked most about Copy Cop was its 3,000-plus customers walking in or emailing work, day or night, and he was also intrigued with the opportunity to extend a well-known retail service brand into a leadership position in the short-run printing industry.

"Although I come from a long heritage of conventional offset," said

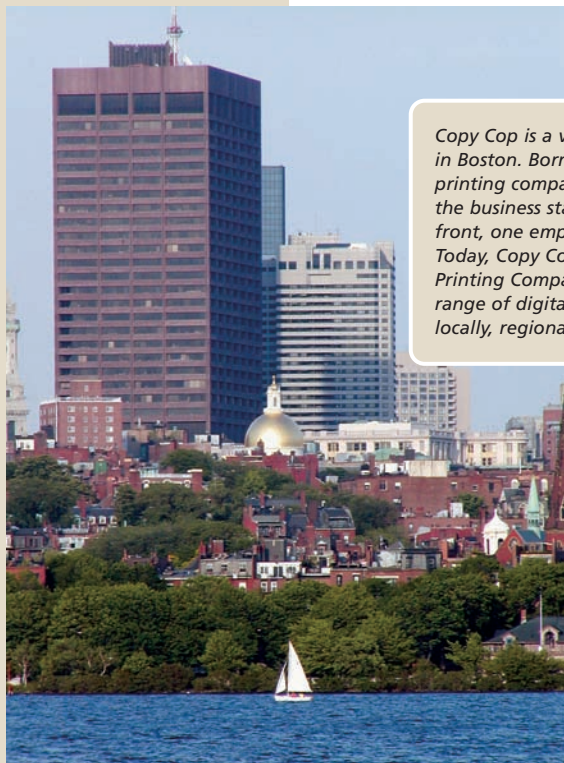
Daniels, "my initial concept was to build up Copy Cop exclusively with toner-based digital printing and an all-digital workflow. Before long, though, I saw a

growing need in my customer base for higher quality short-run offset printing and began to look for a way to integrate that into my digital model. That's when I learned about Presstek DI digital offset presses. A Presstek DI is now our only offset press."

Daniels expresses his opinion that using computer-to-plate systems to image printing plates, which are then used on an analog press, is not a true digital workflow. He points out that

CTP is, after all, only digital up to the plate, and it simply makes an analog workflow more efficient. As an innovative entrepreneur, Daniels had different plans for Copy Cop.

Continued inside



Copy Cop is a venerable brand name in Boston. Born as a black-and-white printing company in the early 1960's, the business started with one storefront, one employee and a bicycle. Today, Copy Cop and The Digital Printing Company provide a wide range of digital reproduction services locally, regionally and nationwide.

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A Hub and Spoke Model

Daniels spent the first year or so after purchasing Copy Cop resizing the business to make it profitable. He says, “At its height, Copy Cop was doing close to \$30 million annually in sales, but that was back when you could get \$2.50 a sheet for color copies. I knew the business would need significant revamping before we could begin to grow again.”

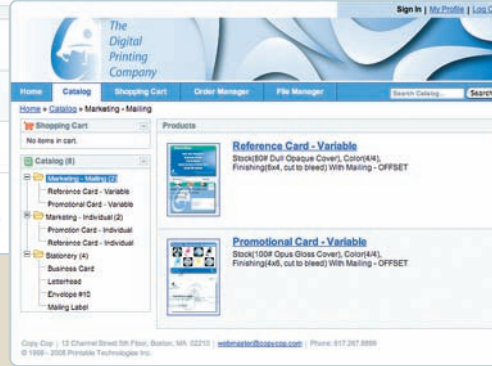
With that in mind, Daniels began to experiment with the right blend of equipment, people and footprint for what he calls “retail studios” supported by a production hub. He settled on a blend of Konica and Toshiba digital equipment in the retail studios, staffed by knowledgeable counter staff that could both advise customers and spot larger sales opportunities.

Daniels says, “Think Apple Genius Bar meets Bank of America Lounge. These are the types of resources we are placing in our studios.” In the production hub, the company is using a blend of Xerox and Océ equipment along with its 34cm Presstek DI press. Tying it all together is an integrated network and the PrintOne digital storefront from Printable Technologies. This is the job submission tool used from all of the retail

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From digital photo prints and exhibit graphics to four-color offset printing and financial documentation services, Copy Cop services a wide range of needs. Customers access these services online and at networked retail studios strategically located in Greater Boston. A digital production hub supports the network.



An Online Solution

A PrintOne digital storefront is a key networking component. It helps connect the digital production hub to Copy Cop's retail studios and online customers, alike. A number of customers, some as far away as New Jersey and Atlanta, use the system to manage, update and order their corporate and collateral printing projects.

studios. Corporate customers take advantage of the PrintOne storefront to better manage their printing requirements."

"One of the challenges we face," Daniels points out, "is that the Copy Cop brand isn't really descriptive of what we do. We don't copy much anymore; we print. Interestingly, as I was building out our closed-door production facility in South Boston, I found that the name 'The Digital Printing Company' was available, and that is what we are calling our production facility. Our longer term goal will be to add value to the two separate entities, Copy Cop as retail stores and the other as The Digital Printing Company." Daniels says, "My sense, both from my readings and seeing the activity level in the stores, is that the short-run color printing market continues to grow despite what is happening in many other areas of the industry. That is where the DI press comes in."

Leveraging the Digital Infrastructure

A key element in the model is the ability to serve clients effectively from small retail studios that deliver while-you-wait prints when needed but capitalize on the ability to transmit preflighted files to the centralized facility for cost-effective, fast-turn production of longer runs and more complex work. According to Daniels, "We came to the decision that the business model of leases and monthly click charges for high-end digital toner-based presses were simply too expensive. It was clear to us that by investing in a DI press, we could have a real offset press that images at 7,000 impressions an hour. That puts us in a whole different category without worrying about all of the issues surrounding the way the toner-based companies have structured their financial models. Give me a 10-minute makeready and 300 line screen printing at 7,000 sheets per hour, and I'll show you the money." Whether a project is produced on the DI or toner-based engines is determined by run lengths and the customer's specific quality requirements.

Now Daniels is able to operate from smaller footprint retail studios, keeping his costs down in an expensive metro

real estate market, while leveraging his digital infrastructure to deliver the turnaround and quality that customers expect from Copy Cop. He adds, "Now that we have stabilized the business, we are perfecting the model. We plan to open several more retail studios in New England as we continue to build out our digital infrastructure, and then take the model to other metro areas around the country."

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A central part of the company's production hub, a 34cm Presstek DI press meets all of the offset printing needs of Copy Cop and The Digital Printing Company. Because digital files are sent directly to the press for imaging and printing, DI is the perfect offset solution for a company committed to an all-digital workflow.

“Our unique advantage of having the retail locations along with our online and offline presence and our high-quality DI press allows us to grow the printing business quicker than traditional printers.”

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Being a Market Leader

In talking about his plans for the company, Daniels says, “I recently read *The Discipline of Market Leaders*, by Michael Tracey and Fred Wiersema. This book discusses how companies need to establish a disciplined plan to become a market leader and theorizes that there are three basic values to all companies—innovation, value and customer service.”

Daniels relates this to his company.

“Copy Cop and The Digital Printing Company are all about customer service. We invent nothing—we depend on our partners to do the inventing. Someone will always sell printing for less somewhere, and therefore, our core value is service. By partnering with innovative companies like Presstek, we are able to address all three sides of the triangle and focus on what we do best—delivering the best customer service in the marketplace and becoming the market leader in servicing short-run printing demands.”

He adds, “I think we are the prototype of what digital printers are going to be in the foreseeable future. Our unique advantage of having the retail locations along with our online and offline presence and our high-quality DI press allows us to grow the printing business quicker than traditional printers. And that is what we are planning to do.” ■

**Presstek 34DI
Direct Imaging press**

PRESSTEK
DI



With on-press imaging, makeready in ten minutes or less, automated printing features, and up to 300 line and stochastic screening, today's DI presses deliver the highest levels of productivity and quality in offset printing. Presstek DI presses are available in 34cm portrait format and 52cm landscape format.

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