

Southern Lithoplate  
INC

# Digital CtP Plate Users Speak Out

Dedicated to print

**UNIMAC Graphics** *Headquarters: Carlstadt, New Jersey  
www.unimacgraphics.com  
Steven Rickett, President*

**UNIMAC**  
GRAPHICS

UNIMAC Graphics, an \$80 million graphic communications company, caters to clients in the Northeast and Mid-Atlantic regions, as well as select accounts throughout the United States. The company employs 350 people at its world-class production facility. Its diverse capabilities run the gamut from print production and integrated marketing communications to data service and fulfillment.

An early adopter of CtP, UNIMAC Graphics migrated from Southern Lithoplate analog plates to digital plate solutions for its sheetfed and web offset presses. Southern Lithoplate Digital CtP plates deliver flawless results on commercial projects, packaging, direct mail, large-format printing and newspaper inserts.



"As a Pantone and GRACoL 7 certified printer, UNIMAC Graphics is on the highest edge of quality," says Steven Rickett, president. "We put Southern Lithoplate products to the test in all areas as far as quality, run lengths, stability, dot gain and precision. They've passed every test possible."

**Service:** "What really sets a company apart from the competition is the service behind the product. Southern Lithoplate has supplied plate products to UNIMAC Graphics for 10 years. Service is the single greatest advantage of doing business with Southern Lithoplate. The service has always been excellent and immediate."

**Durability:** "We achieve tremendous run lengths on both web and sheetfed presses. We've printed a million impressions on web equipment without changing a plate."

**Consistency:** "Southern Lithoplate Digital CtP plates are steady performers under a wide range of press conditions and printing applications. They print extremely well with conventional and UV inks on paper, foils and various plastics."

**Katz Americas** *Headquarters: Sanborn, New York  
www.katzamericas.com  
Bob Alessi, Prepress/Press Manager*

Back in the 1970s, American Coaster Co. began producing beverage coasters in western New York. Lots of coasters. As the microbrewery and casual dining industries exploded in the 1980s, the company flourished. American Coaster Ad-Mat, as the printing company later became known, eventually joined the Katz Group. The Koehler Paper Group acquired the Katz Group in 2009.

Today, Katz Americas' production plants in Sanborn, N.Y., and Johnson City, Tenn., print, cut and ship virtually every kind of

standard and specialty coaster under the sun. The New York location specializes in short-run projects while the Tennessee plant emphasizes extremely long runs. Both plants rely on Southern Lithoplate Digital CtP plates to help overwhelm customers with innovative product solutions and out-of-this-world service.

"In the nine years we've been printing with SLP plates, representatives from every other major plate manufacturer have tried to convince us to switch to their products," recalls Bob Alessi, prepress/press manager. "They've cited price, technology, plate quality – you name it. I've repeatedly turned them away. Southern Lithoplate is a company that will have no problem whatsoever holding on for the long haul."

**Reliability:** "Southern Lithoplate Digital CtP plates deliver good, stable performance day in and day out for anything and everything we produce as a company. I have nothing but praise for the plates."



**Supply:** "Southern Lithoplate goes out of its way to anticipate our needs and make sure we have enough metal on the floor to handle any unforeseen production circumstances."

**Direct Relationship:** "We believe in strong relationships with our vendors. When we started working with SLP, it was the only plate manufacturer we found that was open to dealing direct with customers, which was a huge benefit to our operation at the time. Everyone else was pretty much broker-driven."

**KATZ**  
AMERICAS  
MORE THAN JUST A BEVERAGE COASTER



# Digital CtP Plate Users Speak Out

**St. Croix Press, Inc.** Headquarters: New Richmond, Wisconsin  
www.stcroixpress.com  
Brian Ristow, Plant Manager



## St. Croix Press, Inc.

Founded in 1971, St. Croix Press is a short-run to medium-run publication printer known for award-winning printing and innovative solutions. The family-owned printing company specializes in trade journals, alumni magazines, specialty market publications and catalogs with print runs up to 200,000. Its services include printing, binding, finishing and distribution. A team of more than 150 print professionals develops long-term relationships with customers by maintaining the highest standards of quality, craftsmanship and personal service.



St. Croix Press runs a wide variety of paper grades and sizes on its top-of-the-line half-web and sheetfed presses. After utilizing thermal plates from another manufacturer, the company made the move to Southern Lithoplate Digital CtP plates in 2009.

"The pressroom was looking to open the window with ink-and-water balance," says Brian Ristow, plant manager. "That was the biggest reason behind our switch to Southern Lithoplate. We're able to maintain our ink-water balance much more effectively and keep more consistent color. The press make-readies are much faster. We also print a higher-quality product. Reduced spoilage goes along with all of that. The press operators are extremely pleased with the plates."

**Imaging Quality:** "The prepress department really likes the SLP plates. They image well, and the ablation residue is significantly less than we experienced with other plates."

**Plate Wear:** "We've never had any instances where the plates failed to achieve the run lengths that Southern Lithoplate promised."

**Service:** "Southern Lithoplate is very reactive to any concerns. Problems are a rare occurrence, but on the occasions when there have been minor manufacturing issues, a local technical representative addresses the issues quickly. We can place a phone call, and the rep is usually here within an hour."

**Finlay** Headquarters: Bloomfield, Connecticut  
www.finlay.com  
Kevin Kalagher, CEO

Finlay's history of serving the print needs of central Connecticut dates back to 1876. Finlay takes great pride in its longevity and craftsmanship, and its success in the printing business is a testament to superior quality.



## FINLAY Innovative Ideas

Finlay's end-to-end marketing solutions benefit customers in the educational, museum, corporate, financial and consumer products industries. Investments in new technology control costs with efficiencies derived from faster throughput and improved consistency. A mix of straight and long perfectors featuring a maximum 29 x 41-inch sheet width produce exceptional brochures, annual reports, art books, posters and point-of-sale display materials. Finlay converted to Southern Lithoplate Digital CtP plates in 2011.

"First and foremost, we considered quality," explains Kevin Kalagher, CEO. "We only run 380-line screens so our quality is of the highest order.



We needed a plate that would hold the dot resolution. The Southern Lithoplate product came through with flying colors. The quality is second to none. We've noticed quality improvements in areas where we already thought we were the best."

**Value:** "Finlay sells value, not price, and Southern Lithoplate brought the best value to the table. As a printer, I want a vendor to be a partner in my business and not just sell me products. SLP has a total focus on plate making and press performance of the plate. They aren't trying to sell me anything else."

**Make-readies:** "The place you make money in the pressroom is in the make-ready. If you can make-ready a job in 20 minutes with all the technology that is built into these presses and not have to fight your plate, that is a money maker. The SLP plates enable faster make-readies."

**Technology:** "SLP's expertise is a huge advantage in the marketplace. The way that SLP gains the plate allows us to use less water. Less water always results in better ink transfer."



### Southern Lithoplate, Inc.

P.O. Box 9400  
Wake Forest, NC 27588  
Phone: 800-638-7990 • Fax: 919-554-0786  
www.slp.com