Maryville Academy was founded in 1883 as an orphanage and has grown into one of the largest residential childcare facilities in Illinois and a nationally recognized leader in the care and treatment of abused children. Maryville Press serves the Academy’s printing needs as well as outside work to help defray equipment costs and services.

Once he started managing the shop six years ago, Paul Zittnan, Maryville Press Manager, began looking for ways to bring the shop into the digital age. His objectives were to reduce overall costs, improve productivity, and make it easier for both internal and external customers to do business with Maryville Press.

Maryville Press has evolved into a large digital shop equipped with two IKON CPP® 500 color digital copiers with EFI™ Fiery® digital print servers and an IKON 1050 PrintCenterPro. The PrintCenterPro is managed with an IKON PowerPress™, based on EFI MicroPress® technology, and the shop is utilizing Digital StoreFront™, EFI’s web-to-print solution, as its customer interface.

With Maryville Press’ improved efficiency and quality, almost all outsourced print work has been brought back in-house, while at the same time work from outside sources has been brought in to help offset operational costs, and student workers can now learn about digital printing services. They have also improved the workflow, decreased the turn-time and improved the quality of their color work while reducing costs.
Maryville Press:
More than Just Printing

Founded as an orphanage in 1883, Maryville Academy was originally named Saint Mary’s Training School for Boys and provided children in need with opportunities to learn a trade, receive an education and become contributing and productive citizens. As times changed, so did Maryville. Today, with nine locations, Maryville is the largest residential childcare facility in Illinois and a nationally recognized leader in the treatment of abused and disadvantaged children.

Maryville Press is the in-plant shop serving the printing needs of the Academy’s 800 employees. When Paul Zittnan, Maryville Press Manager, began managing the shop six years ago it was largely comprised of conventional two-color offset printing, and was outsourcing a significant amount of work, especially as demand for four-color printing grew. Zittnan determined that the shop could benefit from converting many of its operations to digital, and by doing so, could not only bring outsourced work back in, but could also market its services to external clients to offset its operational costs. The center could also provide its student workers with relevant, real-world career experience.

In the last six years, with the help of IKON and EFI solutions, Zittnan has done just that. While the shop still produces some offset printing, it is now a full-blown digital operation, with an IKON 1050 PrintCenterPro in its black & white portfolio and two IKON CPP 500s driven by EFI Fiery digital print servers producing the bulk of its color work. Zittnan has also deployed an IKON PowerPress. With its raster-based workflow, IKON PowerPress increases productivity for Maryville Press, delivering an intuitive user interface that simplifies job management; an integrated array of expert, make-ready tools; maximized engine speed; and sophisticated engine recovery.

According to Zittnan, at any given time the shop’s three full-time employees are assisted by up to three student workers in one of many Academy occupational training programs. His team is meeting virtually all of the Academy’s printing needs as well as bringing outside work into the shop to generate revenue, while providing a strong training foundation for his student workers. In addition, the new configuration has allowed the transfer of the vast majority of offset work to digital production, allowing users to benefit from the efficiency of print on demand, and to eliminate the need to inventory forms and other printed materials.

Partnering with IKON and EFI

As Zittnan was mapping out his digital strategy, he turned to IKON Office Solutions for help. Early in his tenure he had installed some digital equipment, but believed he could find solutions that would do a better job. In the last four years, Zittnan has partnered with both IKON and EFI to completely refresh its print production portfolio, and to begin adding additional components to make the operation more productive and easier for its customers to do business with.

“I went to a number of IKON and other seminars to learn what could be done digitally on output devices and what was available in the marketplace,” says Zittnan. “In that process, I learned about the IKON PowerPress and EFI’s Digital StoreFront. So when I was ready to make the move, I knew what I wanted to do.”

Meeting the Color Demand

With the Academy’s users demanding more color, Zittnan decided to purchase an IKON CPP 500 driven by an EFI Fiery color digital print server to meet that need, rather than continuing to struggle with producing four-color printing on two-color presses or incurring the additional

“The IKON CPP 500 with the Fiery server and Command WorkStation drove us into a whole new world in high speed color.”

— Paul Zittnan, Manager, Maryville Press
"With Digital StoreFront, we can turn jobs out more quickly and continue to improve our reputation for exceptional service."

— Paul Zittnan, Manager, Maryville Press

expense of outsourcing that work. “The IKON CPP 500 with the Fiery server and Command WorkStation drove us into a whole new world in high speed color,” he said. “We have already put more than 750,000 copies on the digital copier, and we have had it barely a year. Our goal was to produce 35,000 prints per month, and we have far exceeded that.” To offset such high demand, Zittnan purchased an additional CPP 500 Fiery-driven digital copier. He points out that prior to the CPP 500s he had been producing digital color on office copiers and the costs were astronomical. By moving to a production digital copier, Zittnan not only improved quality and increased capacity, but he reduced the cost per color print by approximately two-thirds.

Its new color capability also enabled Zittnan to market his services to external organizations, including print brokers and other printers. Insourced work now accounts for about 40% of shop volume. “The profit from this work pays to put more equipment into the center to keep us as close to state of the art as possible,” he explains. “This way, students can learn more about technology. They use it, learn it, and when they walk out the door, they can put on their résumés that they know how to use equipment that some printers may not even have in their shops yet. We are very proud of that fact.”

Another way the Fiery server has helped improve quality and productivity at Maryville Press is through the use of its Spot-On® spot color management feature. Zittnan says, “Our colors are Pantone 294 and 110, and it is critical for us to be able to represent those colors accurately. Additionally, I can manage a lot of the workflow right from my desk with Command WorkStation. We don’t have to work as hard to produce quality color brochures and other materials with these exceptional tools.”

The Black & White Core
While Maryville Press is producing increasing amounts of color, the majority of its volume produced is still black & white, including course materials, forms, reports, newsletters and more. It was important to Zittnan to be able to manage this work efficiently and to be able to easily integrate color and black & white work for more effective—yet cost-effective—printed pieces. “This is what EFI technology has allowed us to do. We are producing a wide range of work, including a 500-page seminar book for a bank through one of our broker customers, as well as 12,000 Maryville Academy calendars,” says Zittan. “We created the black & white portion of the calendar on the PowerPress, imported the file into the EFI Command WorkStation, created the rest of the calendar in color and assembled the final file. Start to finish, it was done within our new digital workflow.” Within a month of installing the PowerPress, the shop was producing very sophisticated jobs, thanks to the PowerPress’ ease of use and the excellent support he has received from both IKON and EFI.

The Customer View
Maryville Press also implemented EFI Digital StoreFront web-to-print solution to make it easier for its customers—both internally and externally—to submit jobs electronically and to order items for reprinting, including some 700 medical forms for one of its locations. Using PowerPress, forms were scanned into the system and then transferred to Digital StoreFront, where the online catalog includes a full description of the form as well as pricing information.

Since implementing Digital StoreFront, Zittnan has seen a 35% increase in digital work being submitted to the shop, making the workflow more productive for both the shop and its customers. This includes business stationery and business cards. Zittnan points out, “With EFI Digital StoreFront, users can create their own business cards, personalized stationery and ‘From the Desk of’ notepads online..."
with easy-to-use templates. The beauty of this for us is that users are responsible for proofing their own work and approving the file for print. This has helped us eliminate a significant amount of rework. Users must include their 15-digit accounting code with each order which streamlines the billing process as well.

The other advantage to Digital StoreFront, according to Zittnan, is an overall reduction in cycle time for user work to be produced. “One of our biggest issues was timing. Interoffice mail was a five- to seven-day snail, but with Digital StoreFront, once you send the job, it is instantly here. We can turn jobs out more quickly and continue to improve our reputation for exceptional service,” he explains.

What’s Next for Maryville Press?
Zittnan continues to educate himself on the rapidly changing world of graphic arts by attending seminars, reading the trade press, and looking for new information from his IKON and EFI partners. “We will continue to add new technology as funds become available and our needs continue to change,” he says. “One addition we are very interested in is IKON’s DocSend™. We are getting ready to roll out new office copiers throughout the Academy, and it is likely we will equip some of them with this scanning and document management interface. Working with EFI Digital StoreFront, DocSend will make it even easier for our users to submit work electronically.”

Zittnan concludes, “Part of my job at Maryville Press is to sell the concepts behind new equipment and new ideas to the Administrative Board. The time I have spent with IKON and EFI, both one-on-one and in seminars, has made my job so much easier because I truly understand the technology and the benefits it delivers. The improvement in the shop's performance proves that we made the right decision.”

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