

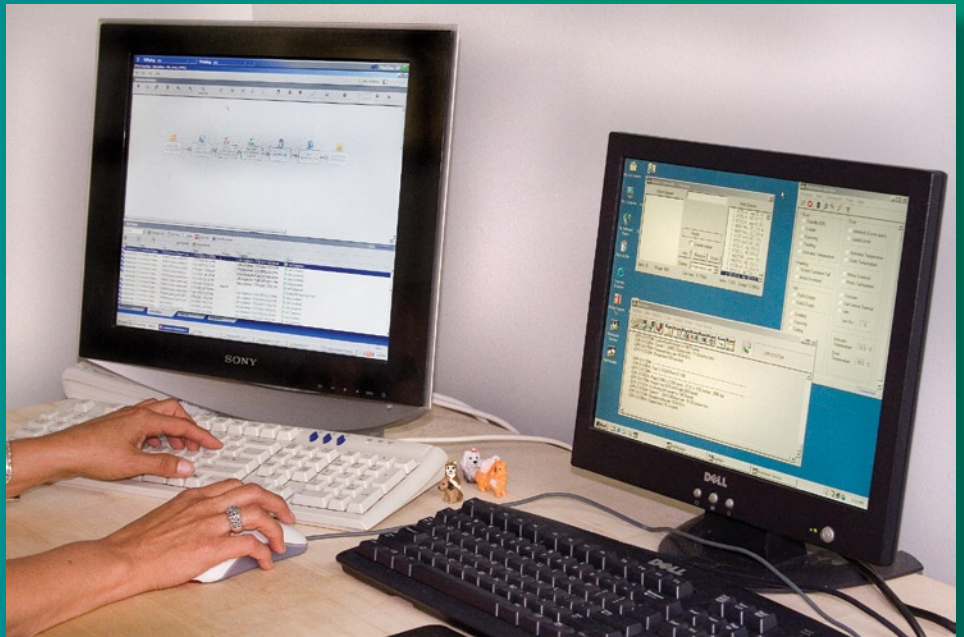


## The one-two punch

Commercial printer thrives with help from Adobe® technologies and Adobe Solutions Network program

**F**or print service providers today, the most vital variables to business success are quality, customer convenience, and efficiency—and even small improvements in these areas can add up to big advantages. Just ask Craig Dellinger, president and general manager of New Haven Print & Copy. The company started in 1980 as an instant printing shop, and is now a 21-employee commercial printer doing work for clients like Audi, Volkswagen, Maserati, Ferrari, Freightliner Trucks, and Sub-Zero. Dellinger notes that two factors have boosted the company's achievements: Adobe technologies and a workflow built on Adobe Portable Document Format (PDF).

Adobe PDF JobReady enables customers to create PDF files that can be submitted straight to the RIP.



*“We’ve flourished by embracing Adobe Creative Suite® 3 and building our affiliation with Adobe through the Adobe Solutions Network program.”*

**Craig Dellinger, president and general manager,  
New Haven Print & Copy**

“We’ve flourished by embracing Adobe Creative Suite® 3 and building our affiliation with Adobe through the Adobe Solutions Network program,” Dellinger says. “It’s a mutually beneficial relationship that’s made a difference in our business.”

#### **Superb service for high-end clients**

Today, New Haven Print is a small commercial printer serving big-name clients through advertising agencies such as LaBov & Beyond, Asher Agency, and Boyden & Youngblutt with high-quality, short-run printing needs. Fort

Wayne, Indiana, where New Haven Print is located, has a strong advertising community known for high-end design. To meet client needs New Haven Print provides everything from copies of manuals and booklets to polished dealer training materials.

To enhance quality and customer convenience, New Haven Print employs an Adobe PDF workflow. Clients can submit jobs over the New Haven Print website. There, the Adobe PDF JobReady™ plug-in is available to customers so that they can create their own Adobe PDF files for transmitting via File Transfer Protocol (FTP). Adobe PDF JobReady gives creative clients an easy way to seamlessly submit Adobe PDF files that mirror New Haven Print’s production capabilities.

“With Adobe technologies, our customers can easily generate print-ready Adobe PDF files on our website. It’s convenient for them, and it saves us time in print production because the PDF files are tailored specifically to our capabilities and specifications,” says Dellinger.



Adobe tools help New Haven Print cater to ad agencies with high-quality printing needs.

### The beauty of an Adobe PDF workflow

Client files received in Adobe PDF go directly into the firm's EFI Velocity One workflow. If an Adobe PDF file needs repair or color correction, New Haven Print first submits the file to the RIP using a "RIP once, output many times" workflow. Once processed, the file might go to a proofer, a digital device, or a platemaker.

When New Haven Print receives a file in a native file format, operators at the company convert the file to Adobe PDF and then route it wherever it needs to go. Some files can go directly to the RIP. Other files are imposed and color-corrected and then sent to the RIP.

Dellinger estimates that about 30% of files are received in Adobe PDF and this percentage is growing. He encourages clients to use the Adobe PDF JobReady plug-in to generate Adobe PDF files before submitting files, noting, "If we could get high-resolution Adobe PDF files for every job, then it would save us a lot of time and allow us to provide faster turnaround for clients."

### Promoting Adobe InDesign® adoption

In instances when customers are still using QuarkXPress, Dellinger asks them to submit native application files, because New Haven Print has better luck and a higher level of expertise creating print-ready PDF files from QuarkXPress than customers do. He also encourages QuarkXPress customers to switch to Adobe InDesign, because it is easier to generate press-ready Adobe PDF files from InDesign.

"We have more success with Adobe InDesign or Adobe PDF files," explains Dellinger. "It's the occasional QuarkXPress file that causes problems."

As an InDesign advocate, New Haven Print has hosted many InDesign seminars and several customers typically move to the Adobe page-layout software after each session. In addition to it being easier to work with InDesign files or Adobe PDF files generated from InDesign, Dellinger notes that full-resolution previews in InDesign help New Haven Print and customers work with layouts more accurately.

### Company

#### New Haven Print & Copy

Fort Wayne, Indiana

[www.newhavenprint.com](http://www.newhavenprint.com)

### Challenges

- Increase efficiency and customer satisfaction
- Improve quality
- Educate customers
- Provide enhanced services
- Reliably print multi-language materials
- RIP once, output many times

### Solution

- Encourage customers to use Adobe Creative Suite, including InDesign
- Rely on Adobe technologies, including Adobe PDF
- Enable customers to submit print-ready Adobe PDF files online
- Participate in the Adobe Solutions Network
- Host cosponsored seminars with Adobe

### Benefits

- Grew business substantially
- Increased customer satisfaction and quality
- Worked more efficiently
- Became the Adobe expert in town

### Toolkit

- Adobe Creative Suite 3 Design Premium. Components used include:
  - Adobe InDesign CS3
  - Adobe Photoshop® CS3 Extended
  - Adobe Illustrator® CS3
  - Adobe Acrobat® 8 Professional
- Adobe PDF JobReady plug-in
- Enfocus PitStop Professional
- Apple Power Mac G5 computers running Mac OS X
- Dell and custom-built PCs running Microsoft® Windows® XP
- Heidelberg Quickmaster 46-2
- Mitsubishi DPX Platemaker
- Ryobi 3200 w/T-head
- Ryobi 3302
- Ryobi 522hx
- Ryobi 525hxx 5-color press with inline Aqueous Coater
- Xerox iGen3 digital press

New Haven Print packs the room during events cosponsored with Adobe.



*"It's tough to imagine being a print service provider today without having a strong relationship with Adobe."*

**Craig Dellinger,**  
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InDesign is also less problematic in printing foreign-language versions of materials. In one instance, New Haven Print had to reprint an entire French catalog because in upgrading to QuarkXPress 7, some characters changed in the text. No such similar issues have occurred with InDesign. Notes Dellinger, "Adobe InDesign definitely enables us to more reliably print multi-language materials."

#### **Win-win with Adobe**

For several years, New Haven Print has been a Premiere Service Provider in the Adobe Solutions Network (ASN). Although the

company rarely needs to tap the advanced technical services from Adobe that come as part of the program, Dellinger raves about the program's cosponsored seminars, and says they've been a huge hit with his customers. Like previous seminars, a May 2007 event focused on Adobe Creative Suite 3 Design Premium had over 100 attendees. New Haven Print's relationship with Adobe has positioned the company as the "Adobe expert in town," and has boosted credibility and enhanced branding substantially.

"Cosponsored seminars that are part of the Adobe Solutions Network program have boosted customer awareness and have had a positive effect on the New Haven Print brand," says Dellinger. "It's tough to imagine being a print service provider today without having a strong relationship with Adobe."



**Adobe**

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