CASE STUDY

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COPY GENERAL GAINS OVER 5% PRODUCTIVITY USING
*Spencer*METRICS iDPA

Visit SpencerLab at PRINT 13, Booth 4741

Copy General operates one of the premier, high-tech digital printing facilities in the Metro Washington, DC area. Their clients include the area's largest associations, tech companies, and universities, as well as small businesses. With a history of early technology adoption, Copy General caters to the varying demands of their customers by bringing the latest technologies to the reprographics industry.

With the increasing demand for high quality digital print jobs, Copy General added an HP Indigo 7500 press. The considerable investment in a new press made maximizing their return, the ROI, a key business priority. Having general experience with digital presses, their operators were focused on getting the jobs out.

In order to get the greatest return out of any production press, the key is to use most of its operational time producing sellable, revenue-generating prints – convert every second into clicks and make every click count. Copy General realized that they were not meeting their productivity targets on the new press. They were introduced to *SpencerMetrics* iDPA and decided to give it a try.

> **"** *Our goal was to eliminate as much anecdotal production data as possible and get real numbers, but they had to be in a format that was easy to interpret and use. SpencerMetrics iDPA really cut to the chase and displayed detailed data in real time in a clear and concise report.* **"**
>
> – *Ken Chaletzky,*
> *President & CEO, Copy General*

With only an hour of operator training by *SpencerLab*, the iDPA productivity system was up and running. Copy General's press operators tracked how the time was being spent on the press during their shift. Everything from Press Startup, Job Setup, Printing, to Service call, Repairs, etc., was tracked on the press.

After a month of data collection, Copy General reviewed the results of the *SpencerMetrics* iDPA productivity analysis. The presentation of the results in simple, easy to understand, graphics quickly pinpointed the potential obstacles to productivity that needed to be addressed. With the associated quantification of these productivity bottlenecks and discussion with *SpencerLab*, Copy General gained the knowledge to prioritize their resources. They realized that corrective actions and targeted, additional operator training could reduce these bottlenecks and increase their productivity.

Copy General acted on the results of this analysis. After a few months, Copy General again reviewed the productivity data using the *SpencerMetrics* iDPA system. That analysis showed the corrective

actions had translated into higher productivity – an increase of 5.4% more sellable output in the same operational time with the same staff.

For a press running at 110 ppm, 7 hours per shift, 2 shifts per day, 250 operating days per year, with sale price of a Letter/A4 printed piece of 25 cents, additional productivity of 5% could mean up to $315,000 per year in additional revenue with associated profit – without added resources: using the same staff and time.

Calculate your potential savings: www.spencerlab.com/testing/productivity/Calculator.asp

Visit: www.spencerlab.com/testing/productivity/ or email: spencermetrics@spencer.com

ABOUT *spencerLAB* DIGITAL COLOR LABORATORY

Celebrating more than two decades of industry service, SPENCER & ASSOCIATES PUBLISHING, LTD. has earned an international reputation for expertise in Color Print Quality and Consumable Yield/Cost-per-Print. *SPENCERLAB* DIGITAL COLOR LABORATORY, its independent test division, is recognized as a leader in unbiased, third-party digital image testing. Leading vendors also rely on *spencerLAB* to provide Throughput Speed Performance, Cost-per-Print, Reliability benchmarking, and Availability metrics for a wide variety of printing technologies – inkjet, laser/LED, thermal, and photographic, to name a few. *SPENCERLAB* provides leadership in quantitative and qualitative comparisons – test and evaluation services, focus group management, compliance certifications, benchmark test software/hardware, and custom consulting.

For more information, please visit www.spencerlab.com.

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