

# Fiery is a key component of Digital Infrastructure



Since 1947, Poole Printing has aimed to become the premier provider of the finest printing. Thanks to Fiery, it has been able to evolve and make its business more efficient.

## CASE STUDY



Poole Printing Company, founded almost 75 years ago in 1947, prides itself on its ability to consistently provide strikingly beautiful printing to a loyal base of customers in the Raleigh, North Carolina, area. The company started as a letterpress operation and over the years has migrated to proven technologies to keep pace with the demands of its customers.

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When Mory Read acquired the business in 2015, one of the first things he did was update the company's digital infrastructure. "To be honest," Read said, "there was no digital infrastructure, not even a website. My first purchase was an entry-level printer, and I relatively quickly upgraded to a larger Canon digital presses." Today, Poole Printing has three Canon sheetfed printers, an imagePRESS C8000VP, a Canon imagePRESS C9010VP, and a Canon imagePRESS C700, as well as a Ricoh Pro 8320S black & white printer. All printers have Fiery digital front ends, with the Canon imagePRESS C9010VP having the most recent version based on the Fiery FS400 Pro platform. Read has included Fiery Impose-Compose, Fiery Graphic Arts Pro Package and Fiery Color Profiler Suite in his Fiery software implementation.

### Challenge:

In 2015, "there was no digital infrastructure, not even a website."

**Mory Read,**  
Poole Printing  
Company, Owner

### Fiery: An Industry Standard

Read states that he came from a facility where he had been responsible for purchasing digital printers, adding, "I chose Fiery servers back then, and I continue to do so. I like its simplicity and features. Fiery is more universal, in my opinion, so much easier to work with and to teach people how to use. And I like the fact that it works with multiple printer brands. That means I have more choices when looking to acquire a new digital printer, as well as better management of my existing platform. Fiery Command WorkStation lets me control all my printers regardless of brand, moving files around the shop and getting the best results from my printers. I think of Fiery like Adobe PDF – a PDF is a PDF, an industry standard. I consider Fiery to be an industry standard as well."



*Two key Fiery tools that have benefited Poole Printing include Fiery Impose and Compose, which have sped up the imposition process, alleviate resources from the prepress department, and automatically directs jobs to the print queue.*





## Power and Versatility

In terms of configuration, Read strongly supports using standalone rather than embedded Fiery, noting, "It's more powerful. If you build it into the printer, the versatility will be less in terms of data, speed and capability. As we have grown over time, we found we needed that driving power to deal with all of the variable data we now produce, which takes up a lot of space and power."

### Solution:

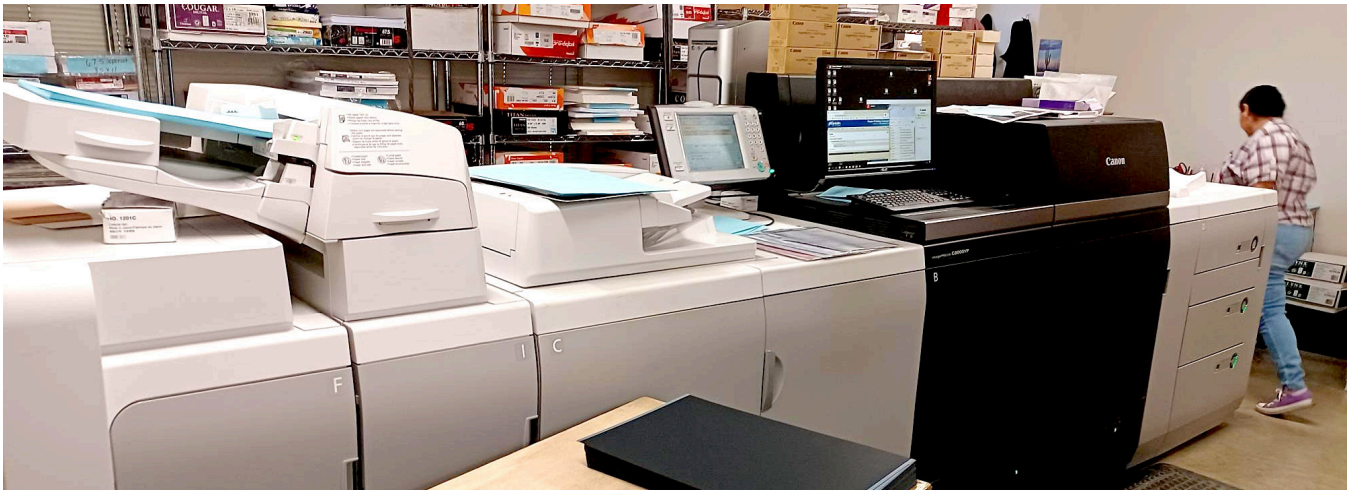
**"I think of Fiery like Adobe PDF – a PDF is a PDF, an industry standard. I consider Fiery to be an industry standard as well."**

**Mory Read,**  
Poole Printing  
Company, Owner

Two key Fiery tools that have benefited Poole Printing include Fiery Impose-and Fiery Compose. Read explains, "We didn't use these tools in the beginning. As an offset shop, our prepress department was able to create templates in Adobe InDesign that were imposed. But we found that was antiquated and too slow. So the next Fiery server I purchased, I added Impose-Compose so as to speed up that process and not require resources from the prepress department. I love that feature! And it made our prepress department more efficient as well since they didn't have to stop what they were doing to impose digital files; that is now done by the digital press operator in just a few clicks." Read explains that using Adobe InDesign for imposition is a manual process that can take 15 minutes or more per job. "With Fiery Impose," he says, "you basically tell it how many up you want on a sheet and it imposes practically instantly. Also, once we create an imposition we like, we can make a template so it's even faster the next time. With InDesign, you have to create the imposition each time. Even if I need to change gutters on a template, that's fast and easy as well with Fiery Impose. Considering that we need to impose 20 to 25 jobs per day on average, Impose gives us a significant time savings – as much as six hours per day of prepress time!" Command WorkStation presets are also incorporated into the imposition templates, so once a template is applied, the job is automatically directed to the print queue.



*Poole Printing also uses Fiery Color Profiler Suite, which enables the team to profile each of its various printers across the platform and match one another, so all of the output looks the same.*



## High Quality Color

### Result:

**“Considering that we need to impose 20 to 25 jobs per day on average, Impose gives us a significant time savings – as much as six hours per day of prepress time!”**

**Mory Read,**  
Poole Printing  
Company, Owner

Poole also uses Fiery Color Profiler Suite. “I have multiple printers from different manufacturers,” he says, “and the presses don’t print exactly the same way. Using Color Profiler Suite enables me to profile each printer across the printshop to match one another, so all of the output looks the same.”

A key goal is to ensure consistent color across a wide variety of media, between the Canon imagePRESS 9010 and 8000. Although Poole Printing is not G7 certified, Read’s team does use Color Profiler Suite to verify G7 compliance. This also helps ensure color consistency from machine to machine. This is especially important since one press may run more than the other, and consumables are at various stages in their life cycles, which can also affect color quality.

## Planning for the Future

“One improvement I am looking for,” Read says, “is implementing Fiery FreeForm Create to help us more efficiently produce variable data printing, since that is an increasingly important part of our offerings. We are currently using InDesign for variable data, and it creates very large files. With Fiery FreeForm Create, once you specify an image to be reused in a job, it only needs to be processed once, making file sizes much smaller and the printing process faster.”

In addition, Read is looking to implement eProductivity Software PrintSmith Vision as an MIS to replace several manual steps in the operation and provide greater integration across the workflow. “I understand that there is a pretty significant level of integration between Fiery servers and PrintSmith Vision,” he says.

Read concludes, “I am really happy with my Fiery solutions. They are very effective and easy to use, important for a small shop like ours. Being able to manage all of my printers from a single Command WorkStation interface, as well as the imposition efficiencies, have really made a difference in my business.”





## About Fiery:

Fiery is the leading provider of digital front ends (DFEs) and workflow solutions for the global print industry. With a customer base that includes over 2 million DFEs sold worldwide, Fiery's industry-leading software and cloud-based technologies deliver the best possible performance, color, and print quality across a broad range of production printing devices.

Fiery's innovative solutions empower commercial print, industrial, packaging, signs and display graphics, ceramics, building materials, textiles, and more. Through over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners.

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