

Barrington Press delivers efficiency, productivity and creativity with EFI digital print technologies

After operating for a few years as both Barrington Press and as a PIP Printing franchise, Paul Ramirez, the company's president, decided to leave the franchise system. As a franchise, "We were kind of pegged as a quick printer, and volume work would never come to us," Ramirez recalls. "Even though we had the best equipment in the world, it didn't matter."

In the end, he was able to mold the business to address his local market, adding the variety of marketing materials his customers needed. High-quality wide-format printing has become an increasingly important offering alongside the company's bread-and-butter cut-sheet digital printing. EFI™ technology has helped Barrington Press establish a more user-friendly production workflow while expanding the types of products the company can profitably sell.

Barrington Press's customer base includes a number of small financial institutions, including banks and investment firms that may not have their own marketing departments or need outside help to manage output. The company also does a fair amount of work with nonprofits and private schools. According to Ramirez, it's a perfect fit because these organisations order a broad range of items and appreciate Barrington Press's willingness to offer new products and services.

The company's core business is digital colour and wide-format printing, including marketing materials, brochures, folders, labels and hang tags, point-of-sale displays, and more. With that mix, there is no lack of opportunity for creativity. "We try to come up with applications that no one else can do," Ramirez says.

EFI Fiery® technology is a key part of running the business efficiently. The company uses a Fiery Digital Front End (DFE) on its workhorse digital production



Challenge:

"We used to produce about 10 projects a day, and that was a lot. Now it's not uncommon for us to turn 50 jobs a day out the door."

PAUL RAMIREZ, OWNER
BARRINGTON PRESS

barringtonpress

Barrington Press is not the same company it was when its doors opened for business nearly 45 years ago. While its trade name conjures up images of an elegant, centuries-old lithographic press shop, in reality it was a PIP Printing franchise. For years, it was a go-to for photocopies and other quick printing jobs, but not so much for the higher-volume commercial print work Paul Ramirez craved. So when he bought Barrington from his mother 12 years ago, one of his primary goals was to change that perception and rebrand the company as the go-to for challenging and innovative jobs.

Ramirez and his team achieved that goal and more. Today, Barrington Press is a full-service marketing communications provider. The company provides results-oriented, cost-effective marketing and advertising materials, and it has built a positive reputation for taking on jobs that test its abilities.

Barrington Press's experience in program planning and production allows clients to achieve their marketing communications goals. Barrington Press is focused on providing professional know-how, hard work, and quality products, helping its clients grow by developing sound marketing strategies and then delivering on them.

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Shaun Thorsen with Barrington Press's EFI H1625-LED wide-format printer.

press, a Xerox® iGen® 5 Press, plus it uses Fiery XF DFE software to drive its EFI H1625 LED hybrid flatbed/roll wide-format printer.

Ramirez and his operators find that Fiery technology gives users the control and accuracy they need when creating new and unusual applications. But it also offers the speed and automation needed to get run-of-the-mill jobs prepped and on press quickly.

At its core, Barrington Press is a high-productivity marketing communications provider, and the goal each day is to complete as many projects as possible with as few problems as possible, according to Ramirez. That means getting the job done right the first time, and there is little appetite for "fine-tuning" on jobs, especially when it comes to colour. That is why Fiery DFE colour management capabilities have become a major asset. Consistent colour from job to job — with no adjustments and workflow ease from PDF to finished product — are critically important at Barrington Press.

Solution:

"Everybody's on the same page, and we're 100% EFI so we don't have to learn 500 different items."

PAUL RAMIREZ, OWNER
BARRINGTON PRESS

"It's all about consistency"

The results are remarkable for production printing on the Xerox iGen 5 Press. Ramirez credits the Fiery DFE on his digital press with saving Barrington "more time, more money, and more man hours" than he ever thought possible.

"For my business, it's all about consistency," he says. "I can sell consistent. I can sell a blue, but if I can't reproduce it the next time, that's a problem. With the Xerox iGen 5 and its Fiery DFE, I can print a job, and then a year later I can run the same job and match the colour."

With its Fiery production workflow providing exceptional colour management, the team at Barrington Press can focus on being creative, and that results in new and challenging projects the company dreams up for the EFI H1625 LED wide-format printer the company purchased in 2015.

The 1.6 metre wide printer is a marvel for flatbed work at Barrington Press. Its high-quality, highly opaque white ink has helped the company get vivid colour results on clear, coloured, or metallic substrates. The printer's cool-cure LED technology handles media that cannot withstand the heat of normal drying or curing processes, which expands the range of possibilities even further. If it's flat and he can feed it, Ramirez will run it.

Building business with new applications

The EFI printer H1625 LED and the Fiery XF DFE technology used to drive the printer give Barrington Press's staff predictable, high-quality colour on anything they throw at it, including synthetic materials, plastics, static clings, corrugated materials, glass awards, ceiling tiles, carpet, and metals. Ramirez has personally used it to do everything from custom boxes to large volumes of glass awards — though the latter required some experimentation.

"The glass awards probably were not profitable the first time we did them because we had to figure it out," he explains, "so there's trust to be built and a conversation to be had. But what's kind of cool about doing these off-the-beaten-path projects is that once the job is done you can talk with the customer about other projects."

That was certainly the case with the customer who wanted 35 iPad covers printed. "I wasn't sure if we could do that, but we figured it out and printed 35 of them," Ramirez says. "We were happy we figured out how to do it, and they were happy we got it done for them. Now they're a client."

A vision for future growth

As Barrington Press brings on new clients and completes more work per shift, another EFI product helps Ramirez tie everything together to efficiently handle quoting, scheduling, accounting, and more. The company uses EFI PrintSmith™ Vision MIS software to manage its business and production operations.

Like many current and former franchise print shop owners, Ramirez is a long-time user of EFI's PrintSmith Classic software. In fact, his company began using the software in 1990 to transform its binder of



Barrington Press's Anthony D'Andrea is able to quickly manage new and repeat jobs on the company's Xerox iGen 5 Digital Press using an EFI Fiery DFE.

Results:

"EFI Fiery DFEs save me more time, more money, and more man hours than I ever thought possible."

**PAUL RAMIREZ, OWNER
BARRINGTON PRESS**

prices into an electronic price book. "It's all I've ever known, so for me there is no other option but PrintSmith," Ramirez says.

But that does not mean he is complacent. Ramirez upgraded from Classic to Vision to ensure the company maintains a high level of efficiency as it continues to grow.

"We used to produce about 10 projects a day, and that was a lot. Now it's not uncommon for us to turn 50 jobs a day out the door," Ramirez says. With PrintSmith Vision, Ramirez and his team know what jobs are in the pipeline and whether they're in prepress, bindery, or shipping or if they have already been delivered.

The MIS software also ensures that Ramirez always has a clear picture of his company's bottom line. He can look in the system at any time and view his receivable balances, when payments are due and from which customers, and how much money comes in each day.

"I know today's sales and can compare this month to last month, and this week to the same week last year," he says. "People fail in this business if they don't know where they are — whether they are making or losing money, how much is owed, and how much work is in production. All of these things I can tell you in a snapshot."

And when he logs into his MIS and sees lots of quoted jobs, a stronger cash flow, and a full production schedule, Ramirez also sees how the integrated EFI technologies used across his business play a part in this once struggling quick print shop becoming more successful as a high-quality commercial print provider.

"We know what we're doing. We know that the user interface is consistent. My press operators can go to any machine and be comfortable. My prepress guys are comfortable running stuff and know what to expect," he says. "Everybody's on the same page, and we're 100% EFI so we don't have to learn 500 different items."

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