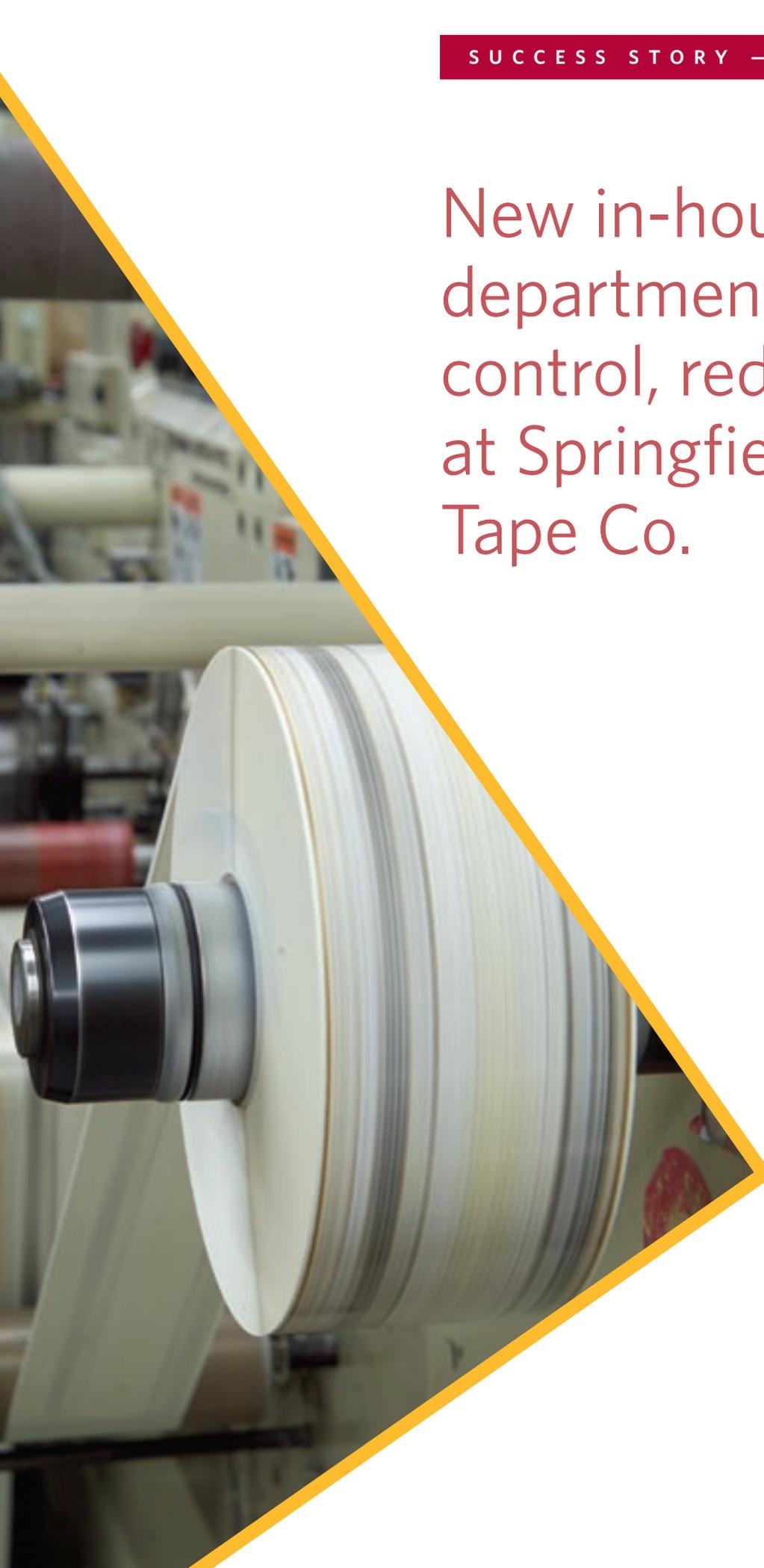


New in-house prepress department improves control, reduces costs at Springfield Label & Tape Co.



**Success Story  
from KODAK**

# Kodak digital flexo prepress solution saves money, reduces turn times

Springfield Label is a 3rd-generation family business with a commitment to service that has kept its customers loyal. The company is also committed to staying on the cutting edge of technology and has made significant investments in the pressroom, purchasing five new flexo presses in the last decade. The firm prints pressure sensitive label products in up to eight colors for a wide variety of industries.

Until recently, Springfield Label purchased all its prepress services and plates from outside vendors. When its trusted dealer, Jim Vertullo of JV Imaging Systems, approached the firm with the idea of bringing prepress in-house with a complete

flexo CTP solution from Kodak, co-owners Charles and Howard Libowitz were eager to learn more.

Charles explains, "We were spending a lot of dollars on the outside. Jim showed us how much money we could save by doing prepress and platemaking ourselves with a **Kodak** system. The numbers were pretty compelling."

After assessing some competitive systems, Springfield Label chose a complete flexo CTP solution from Kodak, including the **Kodak ThermoFlex** Narrow CTP platesetter, the **Kodak Prinergy Powerpack** workflow system with **Kodak Pandora** step-and-repeat software and a **Kodak Matchprint** Inkjet desktop proofing system. The solution also came loaded with state-of-the-art screening software: **Kodak HyperFlex** resolution enhancement software, **Kodak Maxtone** hybrid screening software and **Kodak DigiCap** screening software.

## Creating a prepress department in 2 weeks

Springfield moved quickly to create its new prepress department.

The company hired one new staff member, Prepress Manager Tom Gilmour. The rest of the department was staffed by retraining existing personnel. Tom notes, "Before the equipment arrived I went to Vancouver for training on the **Prinergy** system. After the crates arrived, it was just two weeks until we were producing plates for live jobs. Kodak was a big help in getting us up and running quickly. The support staff that came in here was really impressive." Just three months after installation, the department is producing 95% of the plates Springfield Label requires to feed its eleven presses.

## Excellent quality right out of the box

The Springfield Label team was immediately impressed by the quality of its new digital system. Howard Libowitz notes, "One of the changes we've seen in recent years is that customers expect higher quality. Instead of 133 lpi, we're printing at 175 or 200 lpi. We're also seeing much more process work than we used to. The **Kodak** CTP solution is enabling

### Name:

Springfield Label & Tape Co., Inc.

Established: 1963

Number of employees: 33

### Location:

Springfield, MA, USA

### Services:

One-stop shop offering design, prepress, flexo and screen printing of pressure-sensitive products

### Markets served:

A diverse group of regional and national manufacturers from the food, pharmaceutical, toy and aircraft industries





“The Kodak solution is just right for us. We want to grow, but we need to grow profitably. The Kodak system is going to help us do that.”

Scott Libowitz, Charles Libowitz and Howard Libowitz  
Springfield Label & Tape Co., Inc.

us to deliver a higher level of quality in a more efficient process.”

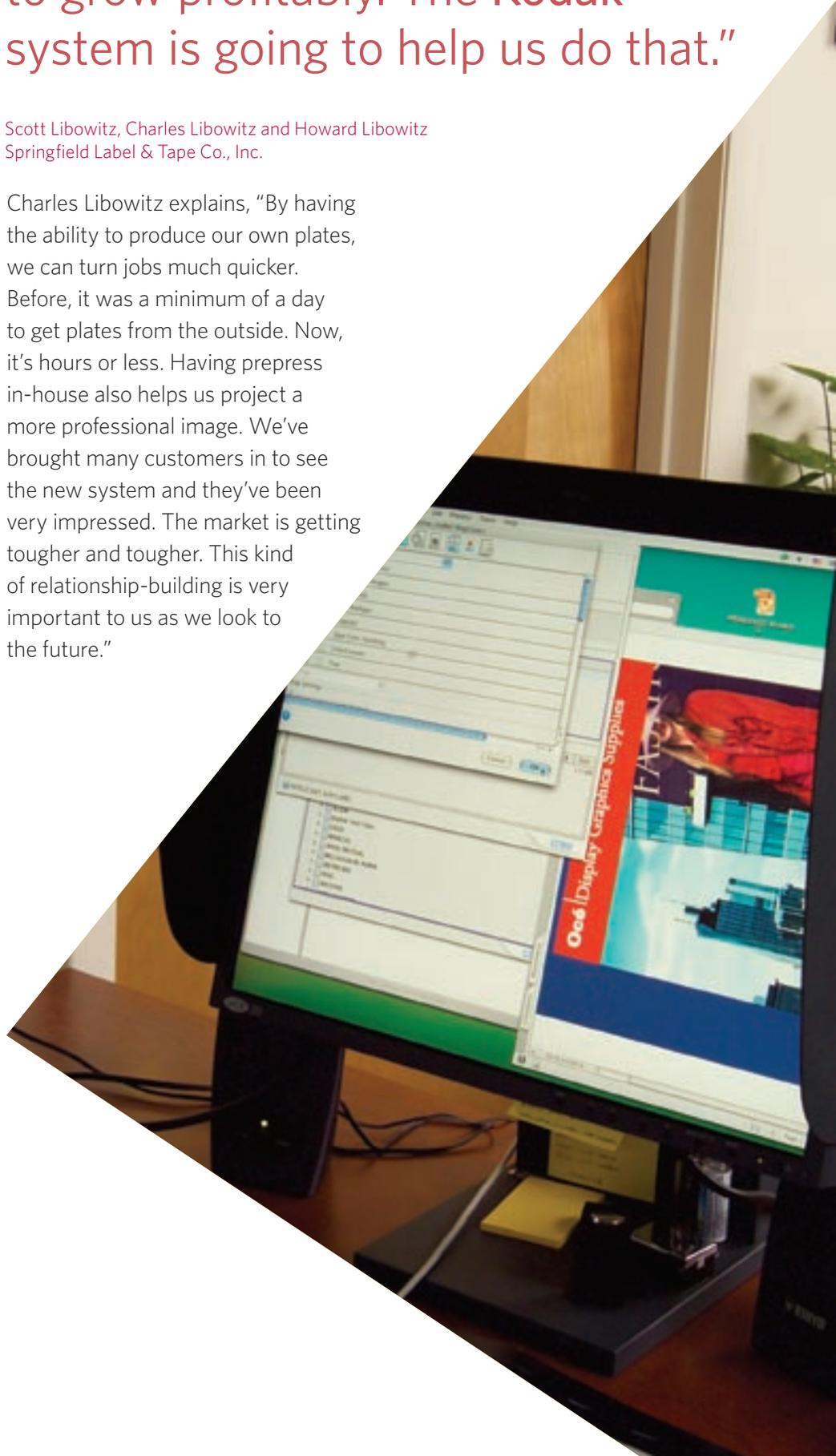
Tom Gilmour notes, “We were amazed at how well the whole **Kodak** system lined up right out of the box. Even without a lot of adjustment, we’re finding our **Matchprint** proofs to be an excellent match to press.” He continues, “I love the system’s virtual proofing feature. It gives me the ability to see what’s going to the platesetter on a dot-for-dot basis before imaging. It’s a great way to catch problems before getting on press. And the **ThermoFlex** platesetter itself is proving to be just as reliable and productive as Kodak promised.”

**Kodak** screening solutions have also “saved us on a couple of jobs where we’ve had trouble going straight process,” comments Tom. “Hybrid screening really works. We were having a problem with dot fall-off and the **HyperFlex** software really smoothed things out nicely.”

### Exceeding client expectations

The company’s new capabilities have paid big dividends on the client satisfaction front. “Our customers are extremely happy with the improved response time and the fact that we can answer their questions right away,” notes Howard Libowitz.

Charles Libowitz explains, “By having the ability to produce our own plates, we can turn jobs much quicker. Before, it was a minimum of a day to get plates from the outside. Now, it’s hours or less. Having prepress in-house also helps us project a more professional image. We’ve brought many customers in to see the new system and they’ve been very impressed. The market is getting tougher and tougher. This kind of relationship-building is very important to us as we look to the future.”



“This system has helped us reduce our costs, improve process control and make production more efficient. We expect it to pay for itself within a year or two.”

Charles Libowitz, Co-owner  
Springfield Label & Tape Co., Inc.



## Managing profitable growth with Kodak solutions

The Libowitz brothers are extremely happy with their decision to bring prepress in-house with **Kodak** CTP technology. “This system has helped us significantly reduce our costs, improve process control and make production more efficient. We expect it to pay for itself within a year or two,” says Charles.

Howard adds, “This **Kodak** CTP solution is exactly right for us. The reliability is excellent. Service and support are excellent. Kodak stands behind what it sells. We’re into our 3rd generation here as a family business. We want to grow, but we need to grow profitably. The **Kodak** system is going to help us do that.”



Carmen Demaio positions a plate for imaging on the **Kodak Thermoflex** Narrow platesetter.

### To learn more about solutions from Kodak:

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