

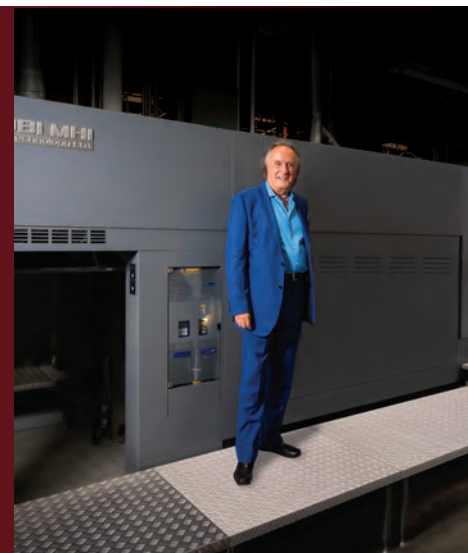
Company name : **Boss Litho Inc.**

Smart Choices in Markets, Technologies Drive Dramatic Year-to-Year Growth

Retailers, many of them in the fashion industry, use complex, high-end catalogs, magazines, and folding cartons expertly printed by Boss Litho Inc. to showcase their unique brands. To build upon its current package printing capabilities, the City of Industry, California-based company purchased a V3000LX wide-stock-range press with aqueous coater in January 2015.



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President & CEO: Jean Paul Nataf

Satisfying a lucrative niche in the printing industry

Jean Paul Nataf, CEO of Boss Litho, likes being really busy. A print broker-turned-print provider, Mr. Nataf is a natural salesman. During the first three years of Boss Litho's existence, he was a one-man sales force, generating as much as \$1 million a month for his fledgling company. Even after hiring four salespeople, the exec, who has worked in the graphic communications industry since 1985, still brings in about 75 percent of the shop's jobs.

To give Boss Litho more selling power in the lucrative packaging market, Mr. Nataf met with RM Machinery, the North American distributor of the RYOBI MHI V3000 series sheetfed press line. He ultimately bought a six-color V3000LX with aqueous tower coater, delivery extension, and infrared dryer. The V3000LX prints paper, board, and plastics up to 1,050 mm x 750 mm at the rated speed of 16,200 sheets per hour. Press operators can switch from 0.04 mm paper to 1.0 mm board in minutes. The innovative air management system and skeleton cylinders prevent marking, warping and static problems when printing on plas-

tics. The first live job rolled off the new press in June 2015.

"We expected the installation to go smoothly, and it did," Mr. Nataf said. "Our press operators are accustomed to Mitsubishi technology, so there was no learning curve. We had been operating an eight-color Mitsubishi 3000R perfecter with dual ultraviolet coaters, a six-color Mitsubishi 3000LX with aqueous coater, and a six-color perfecter with aqueous coater from another press manufacturer. I originally planned to replace one of our older presses. When I realized how much work we have, it made better business sense to keep all the presses running. That saves more than \$40,000 a month in overtime."

Phenomenal rise in sales volume

Launched in December 2010 with the assets obtained from a floundering commercial printing business, Boss Litho has seen its annual sales leap from zero to \$19.5 million in five years. Year-to-year growth of 20 to 25 percent is standard, with revenues in 2016 projected to hit \$22 million. The company draws its strength from diversity in products: custom retail boxes, litho-laminated cartons, sublimation for transfers, and commercial printing. Services other than printing include photography, graphic design, binding, finishing, and fulfillment. Customers range from startups to Fortune 500 companies whose brands demand the very best, especially fashion brands.

Talent and tools to deliver beauty

Boss Litho relies on 60 talented employees equipped with highly productive



tools. Everything is done in-house to control costs, quality, and scheduling. Four separate buildings totaling 75,000 square feet accommodate printing, binding, warehousing, and sheeting paper rolls.

"New machines — \$12 million worth in four years — have replaced aging equipment from the original company," Mr. Nataf noted. "As a result, packaging has enjoyed significant growth. It now is 60 percent of our volume. We coat everything we print, both inline and offline. The ability to add embellishments, such as foil stamping, die cutting, special laminations, and coatings, allows us to create beautiful packages. We have the right equipment at the right time."

For Nataf, success comes down to top-quality work and reliability.

The V3000LX embodies those traits. "The V3000LX is the best press I have ever seen," Mr. Nataf said. "The setup is fast. The automated plate changing, preset systems, and automatic cleaning greatly shorten makereadies. On some jobs, the larger sheet size enables us to put one more box on the form. We print five-color and six-color jobs on the press with run lengths of 50,000 to 100,000 sheets. In one eight-hour shift, it produces as much work as it used to take two shifts to do. I don't know what we would do without it."

