

Company name

Advertisers Printing

USA



For over 97 years, Advertisers Printing has evolved as a leading commercial printer in the Midwest. Founded by Claude Fechner, the current fourth-generation Fechner management team continues a tradition of innovation by announcing the installation of a fully automated 10-color RMGT 9 series perfecting press with LED-UV curing technology. The investment in this offset press is in line with their company philosophy of “Conscious Capitalism” and whose on-going sustainability practices are certified by SGP.

Website : <https://advertisersprinting.com/>

Address : 1229 South Vandeventer Ave. St. Louis, MO 63110, U.S.A.



William Fechner, CEO; Alex Fechner, President (left to right)

“A lot of customers have asked us why we're investing in this new press now,” states Alex Fechner, Business Development, and fourth-generation member at Advertisers Printing. “True to our core, Advertisers has always been passionate about going above and beyond for our customers. Second, we don't have a company without our team members. We want to do everything we can to make sure that we have a future for all our team members and their families. A third reason is the environmental angle. Investing in the 10-color RMGT 9 series perfecting press improves our print quality and speed to market with products that offer the lowest carbon footprint.”

970PF-10, one-size-fits-all

The acquisition of the 10-color RMGT 920PF-10 perfecting press allows Advertisers to eliminate three offset presses while increasing capacity at the same time. “Our equipment mix in the past has not been one-size-fits-all,” says William Fechner, President, Advertisers Printing, “It's been smaller projects go on the smaller press, medium-sized projects on the medium sized press, full-size projects on the full-size press. The RMGT allows us to cover all of that with one super automated, quick machine. We've been able to eliminate quarter-sized machines, half-sized machines, and three-quarter sized machines with this one press. It's a beautiful thing.”

Capacity on the pressroom floor has more than doubled

“On our older presses, we had to print one side of a smaller sheet in one pass and then flip it over and print the other side of the sheet in another pass. With our 10-color RMGT 9 Series perfecting press, we can print a larger sheet five over five colors in one pass. Then, when you add the LED-UV curing, the sheet is instantly dry, ready to finish. This translates to more than doubling our capacity on the pressroom floor.” states William Fechner. The new 920PF-10+CC is equipped to produce 5/5 plus inline coating, and features speedy makeready automation and fully automated plate-changing. This automation package plus the very compact press footprint allows Advertisers to efficiently operate their new press using one pressman.

Going Greener with LED-UV curing

“We are an SGP certified company,” continues William Fechner, “one of only about 50 in the world, as far as sheetfed offset and digital printers are concerned.

The RMGT 9 series is right in the wheelhouse of being environmentally friendly. Due to LED-UV curing, it has much lower energy usage. It's really ‘green,’ with no VOCs. This better supports the health of our team and, as a result, the future of this company. Additionally, LED curing is so much faster in processing the product, helping us to serve our clients better.”

Better able to compete for more business opportunities

“In recent years, Advertisers has been competing by using our variety of smaller presses,” concludes Fechner. “In a way, we've been showing up to a gunfight with a knife. That put us at an unfair disadvantage, but we've still done well. Now with the addition of the 10-color RMGT 9 series perfecting press, we've got the unfair advantage. We're feeling confident that we're going to be very competitive in some of these larger projects and be able to deliver faster, with higher quality, and in a shorter time. We don't have a knife anymore Now we've got a cruise missile.”

