

Company name

VISOgraphic, Inc.

USA



VISOgraphic Inc, a premier commercial printer based in Chicago, IL, commissioned their first RMGT 10 series press in the fall of 2017. This press absorbed the output of three legacy Heidelberg presses. After two years and 80 million impressions, their rapid growth would soon exceed their capacity. So, in 2020, VISOgraphic installed an RMGT 920ST-5 press to meet their customers' demand for high quality LED-UV curedvprint projects. VISOgraphic is the first printer in the United States to have both the RMGT 10 series and 9Series combination.

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Chris Manley, Graphco
Bob Dahlke Jr., Visographic
John Dahlke, Visographic
Bob Dahlke, Visographic
Derek Gordon, Graphco
(from left to right)

LED-UV and RMGT was the way to go

The strategic decision of the VISOgraphic management team to upgrade aging offset equipment had its genesis from feedback from their nationwide peer group. "One of the biggest things that we do is interact with a peer group," comments John Dahlke, Chief Operating Officer. "Our peer group came into our plant about four years ago and they said we had great machinery, but it was older and inefficient. So, we took a really hard look at the offset market and we decided that LED-UV and RMGT was the way to go. Our first investment was an RMGT 10 series 40-inch press. Two and a half years and over 81 million impressions later, the feedback from the peer group was validated. As we've been expanding the last few years, we wanted to make our arsenal more redundant and wanted to expand capacity, so the RMGT 9 series was the perfect choice in this environment."

The 920ST helps reduce short-run color printing costs

VISOgraphic continues a growing trend of commercial printers who leverage offset lithography as a cost-effective print production process for short-run static jobs. The RMGT 920ST-5 press fits in the unique space between a 40-inch press and conventional digital printing. "The RMGT 9 series was the perfect fit for our company because we could take 85% of our existing work from the 40-inch press and put it on the 9 series at a cheaper cost per sheet," comments John Dahlke. VISOgraphic is



seeing that longer runs are printed on the RMGT 10 series 40-inch press. However, more and more of the shorter run, non-personalized printing is transferring from digital back to offset, and runs more economically and with greater flexibility on the RMGT 9 series press.

An effective synergy of digital and offset printing

"The reason why we're moving more short-run static jobs to offset is because the efficiency of these RMGT presses is so amazing," observes Bob Dahlke, Jr. "The LED-UV curing has the sheets ready to go from a converting and bindery perspective as soon as they're done. For VISOgraphic, we look at the offset and digital as complementing each other. We are definitely not a company that says offset is here and digital is there. For us, the crossover is very close now and we marry them up very closely. At the end of the day, our offset versus digital decisions are based on client needs – whatever will benefit them the most. The RMGT 9 series press with LED-UV gives us more flexibility to print more jobs in the offset envi-

ronment at a unique price point. Our size must have great synergies between their digital and offset presses. The 9 series press will actually create more offset and digital work for us."

LED-UV opens the way to a wider range of jobs

LED-UV curing technology has widened the product offering for many commercial printers, allowing them to print on different substrates. "One of the great things about RMGT LED-UV and our relationship with Graphco is that it has gotten us to new products and offerings," observes Dahlke. "We're printing things now that three years ago there's no way we could have printed. Anywhere from static window clings, to 30 mil PVC, to all different kinds of synthetics and plastics for maps and many other uses. I was talking to my brother a couple of months ago and he said thank goodness we went with RMGT and we went LED-UV. We're getting a lot of jobs that we would not have gotten if we had continued printing traditional offset with an IR dryer. It's been a game changer for new products."