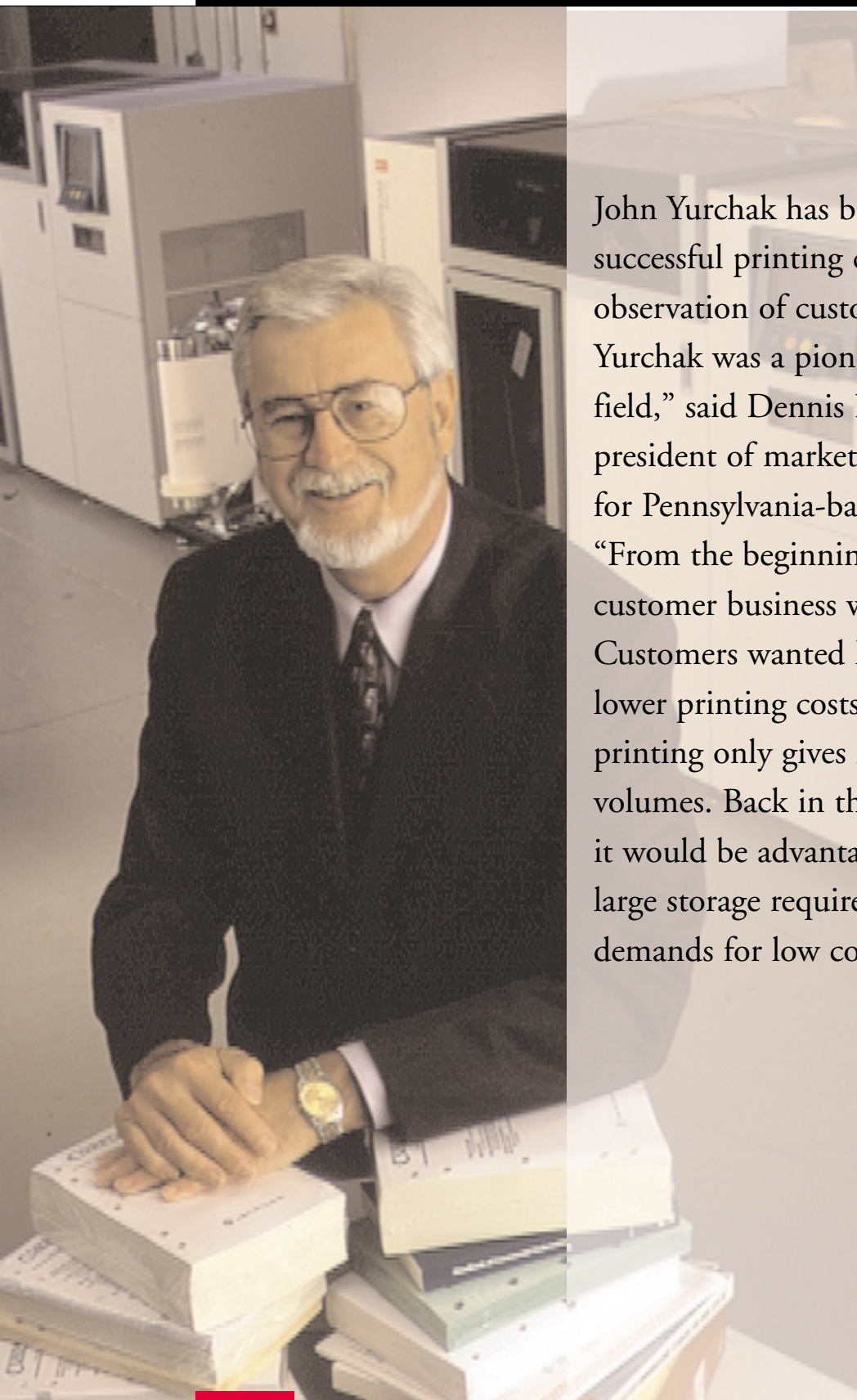


# Océ Printing Case Study



John Yurchak has built a respected, successful printing career out of close observation of customer needs. “John Yurchak was a pioneer in the digital field,” said Dennis Bellafiore, vice president of marketing and operations for Pennsylvania-based Yurchak Printing. “From the beginning, he could see that customer business was changing. Customers wanted less inventory and lower printing costs, but traditional printing only gives lower costs at high volumes. Back in the ’80s, John saw that it would be advantageous to eliminate large storage requirements and meet demands for low cost.”

Constant Customer Focus Drives  
Digital Visionary John Yurchak



# Yurchak Printing

- ▶ *Océ doubled digital Printing capacity*
- ▶ *Ultra high-speed and superior image quality*
- ▶ *Intense level of customer service*



## **The company**

With over forty years observing the marketplace, John Yurchak, founder and president of Yurchak Printing, has a pretty good feel for significant trends. "One of the interesting things I have seen since the mid '80s is that print runs are shorter," he said. "As volumes got smaller, the equipment I used - along with the associated plates, negatives, presses, high labor and finishing costs - got to be very cumbersome. Also, with print runs getting shorter, there was less work available, so there was much price compression in the marketplace. It was economical to do large quantities, but not short runs. However, the advent of digital printing in the early '90s with Océ and others offered an opportunity to compete with short run work. It also opened a new market - book publishing."

## **Treading the Digital Path**

John Yurchak had pioneered digital printing with Docutechs very early on, but realized that cut-sheet digital output was inefficient in today's marketplace for book publishing and did not offer a competitive advantage. Later, in 1996, Yurchak sold his successful analog and digital printing company with the expectation that he and the new owner would further explore the digital path together. "I had expected to help the company I sold to, but they ended up following a different route. I wound up buying the digital printing piece of the business back from them, and Yurchak Printing was born on April 30, 1998," said John Yurchak.

Today Yurchak Printing is a completely digital shop, and that has proven to be a wise decision. First year revenues exceeded targets by large percentages, and "digital printing opportunities allow us to increase productivity ratios per employee," explained Bellafiore. "We have found that revenue per employee has doubled by focusing on digital printing technology, and we can grow sales without having to grow the number of employees." "We were dealing with dinosaurs 15 years ago," said Yurchak. "I have personally been through all the phases of technology changes since '57. Getting rid of plates on the front end and having output come off collated on the back end were big process improvements. Another important change is that data can be moved faster and with greater quality. We use the Internet more and more to receive information from customers, so we can get to print faster. All they have to do is drop a file to an FTP site. It's very quick, easy and simple."



## A Focus on Book Publishing

Corporate book publishing and the financial services industry are the company's primary markets, publishing short run books of up to about 2000 copies. "We focus on professional publishing for corporations, such as manuals, price sheets, employee handbooks and catalogs." Bellafiore stresses that "Yurchak Printing is not in the printing business; we are in the book publishing business. Look at us through book manufacturing eyes and not just printing. We have to take what comes out of the Océ DemandStream digital printing system and make books, so we need a printer that makes good books."

For the short run book publishing central to their business strategy, Yurchak Printing relies on the Océ DemandStream 8080DI Twin digital printer, a 500 images-per-minute, high-speed duplex system. Joe White and Skip Fiore of Océ first demonstrated the strategic advantages of the DemandStream system to John Yurchak and Dennis Bellafiore and helped build a vendor relationship that supports the goals of Yurchak Printing. "Océ helped us gain advantages in a lot of areas," said Bellafiore, "including speed, use of roll paper, smooth pre- and post-integration. Automation has helped reduce the number of operators

needed to run to get the same amount of value. Océ also had the right support level in place, meaning we can place a call at 2:00 a.m. if we have to and still get a response."

Océ wins points with Yurchak Printing for a number of other features. "Pinless feeding, 18.25 inch print line, 600 dpi, speeds that let us be competitive," says Yurchak. "The partner role is critical, too. One of the reasons we went with Océ is that they have proven they are committed to print on demand, and they are ahead of the game in most aspects of technology. I have watched Océ for the last five years, from the first On Demand show, in New York City, and they have made great strides in developing POD products that support customer needs. We are counting on them to be active players in continuing to develop high-speed digital web printing, not just black and white, but color."

Yurchak Printing also benefits from the ease with which Océ technology can be integrated into mixed shops. "We needed something with flexibility that would talk to Xerox and handle files proprietary to other vendors. With Océ installed, we have two platforms that work together," said Yurchak.

“Océ has proven they are committed to print-on-demand.”

John Yurchak  
President

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## Handling Lightweight Paper At High Speeds

The ability to handle a variety of paper weights, in particular, lightweight paper, was one of the major advantages Océ brought to the table. "We recognized lightweight paper as a customer requirement, but sheet-fed digital printers could not handle that output efficiently," explained Yurchak. "Océ excels at high-speed web-fed applications using lightweight stocks. Being web fed with more positioning controls and with Roll System products on the front and back end, Océ lets us move into the lightweight paper arena with more efficiency and effectiveness."



Lightweight paper has many applications in legal and professional publishing requirements. In the case of Yurchak Printing, lightweight typically means 40 lb. stock at 800 pages per inch (ppi), which refers to the density of the paper. "In loose leaf publishing it is critical to have this paper weight available, so companies don't have to change binders as they add to the material. A project may start with 600 ppi stock and increase the number as the pages in the binder increase," Yurchak said. "This allows information to be accumulated without taking up additional shelf space. Lighter paper stocks help customers reduce paper book size, as well as postage costs."





**Extending Reach Through Value-Added Marketing**

While book publishing remains a core piece of Yurchak Printing business, the company sees other digital opportunities on the horizon. “Another area worth looking at is marketing communication,” said Bellafore. “We have coined the phrase ‘Value-Added Marketing Technology’ to describe how we support today’s business customer. Our technical expertise and resources provide the enabling force for value-added direct mail and one-to-one marketing. Often the people who want to make books are the same people who need marketing help, so our value-added approach can extend our share of customers.”

“We don’t look at our contribution as just the implementation of variable imaging technology. That’s just the process of how to get it done. We are more interested in how to use that technology to add value for our customers with their customers. We add value through our experience and knowledge in leveraging the technology,” explained Yurchak. “It’s not enough to just have documents come off the printer. Value added in this business is going to come from both technology and personal resources.”

**A Link in the Value Chain**

A focus on customer needs continues to drive Yurchak Printing, and Océ has an important role to play. “We have built internal capabilities more oriented towards customer applications, and we rely on partners like Océ to do the underlying system work,” said Bellafore. He also sees Océ as an important link in “the chain from Yurchak Printing to our customer to their customers. Océ provides tools; Yurchak Printing provides tools; our customer provides tools which reach their customers. We look at how we can execute the chain routinely, with quality and a competitive price.”

Yurchak says it has taken him ten years to develop the operation he has today, and he intends to keep growing. “Exciting things are still happening, with emerging developments in color and bulk-quantity customized book printing. This will help our customers go after their markets in new ways, for example, a prospectus that shows up on the doorstep customized for you. We are seeing this becoming more cost-effective.”

Close observation of customer needs has helped the company earn its reputation as a leader in digital printing. Customers can be sure that whatever direction their publishing needs take, Yurchak Printing is already headed that way.



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**Océ: Printing for Professionals.**