



CityPress Graphic Communications

How the Revoria PC1120 is helping CityPress bolster its creative output





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Quality. Innovation. Creativity. Sustainability. Since 1975, CityPress Graphic Communications has been helping set the industry standards, creating a framework that continues to lead by example in today's commercial printing and direct mail segments. In 2023, seasoned industrial sales professional Steve Bates acquired the CityPress brand with the promise to continue the Waukesha, Wisconsin, company's leadership legacy.

Combining a loyal and dedicated staff of 46-plus seasoned veterans with some of the industry's most technologically advanced equipment, the CityPress advantage includes a variety of print and graphic expertise. Operating from a 15,000-square-foot facility, CityPress includes both offset and digital print capabilities, a full finishing department, a full-service mailing department, color and black-and-white envelope printing and an in-house graphic design team.

The Challenge

Approaching its 50th anniversary, owner and president Steve Bates was looking to upgrade CityPress' equipment portfolio. Whether in folded or book form, CityPress prints every job, so Bates and his team not only wanted to increase the efficiency and effectiveness of each job they produced, but also to continue to exceed the expectations of their customers.

Starting in early 2023, Bates and his team began researching the solutions in the market. "The most important thing to our clients is that they want their jobs done now. They expect a good product and they expect it quickly. If you do not have machines built for production, you are going to have a lot of downtime. We throw all kinds of things at our machines—all kinds of designs on all kinds of stock. We needed a machine that could withstand that type of intensity and still keep running."

The Solution

When Fujifilm announced Revoria Press PC1120 in April of 2023, Bates and team knew they had found a winner. The CityPress team traveled the short distance to the Fujifilm Graphic Innovation Hub in Hanover Park, IL to see the machine inside and out, to run real jobs through the Press Ready software and the engine itself. What stood out immediately was that the Revoria was able to handle enhancements unlike any other machine they tested in a more cost-effective and efficient manner.

Being able to have one single process passthrough to get metallic printing and other enhancements, and to do it in less turnaround time, would give CityPress a leg up on the competition.

“I envision doubling, tripling, quadrupling our size very quickly. The only way we can do that is with equipment that puts out a more quality product than our competition. That’s why I partnered with Fujifilm.”

– **Steve Bates**, Owner/President,
CityPress Graphic Communications

Even more enticing was the quality of the build (there is a quote about the machine being made of metal vs plastic?) and the support the Fujifilm team could offer to address any questions, challenges or concerns. “The relationship for service support for introduction of new products or new ways of utilizing our equipment really was the key driver for going with Fujifilm,” Bates says. “After we saw the demonstration, we not only bought the first Revoria in the U.S., but also signed a contract to buy a J Press.”

The Results

CityPress graphic designer and prepress operator Jamie Vick used to spend her days sifting through the scores of different ways clients sent files in to get processed. Design jobs. Newsletters. Postcards. With each job came a rash of edits to colors, adding bleeds and fixing files.

This all changed with the Revoria. Vick says the Revoria has afforded the CityPress team the opportunity to easily and cost-effectively adjust the colors during the workflow process. “It was frustrating a little bit. Now, it’s nice to be able to give them the options we can offer with an easier price point. [Before the Revoria] there were some things we could do, but it was just so expensive to produce for what they wanted and the quantities they asked for. With the Revoria, we can add in specialty colors without extra costs to go on press and have separate inks. It’s easier for the customers because it’s still one single digital run. We have a lot of customers who are looking for metallics, so with the Revoria, we are able to add lots of pop to designs. On other digital presses, the look was just too flat.”

With the future of print in a wide open world of unlimited possibilities, Bates says that having the right equipment, with the right vendor, is critical. “We’re still going to have human interaction, which means there’s still a value to the tactile feel of something in your hands and in front of you. I envision doubling, tripling, quadrupling our size very quickly. The only way we can do that is with equipment that puts out a more quality product than our competition. That’s why I partnered with Fujifilm.”

At A Glance



The Challenge

- CityPress aimed to upgrade equipment to boost job efficiency and continue exceeding customer expectations for quick and quality service.



The Solution

- CityPress was impressed by the cost-effective efficiency and capability for enhancements of the Revoria Press PC1120, leading them to purchase the first U.S. unit and a J Press, valuing both the machine’s quality and Fujifilm’s supportive partnership.

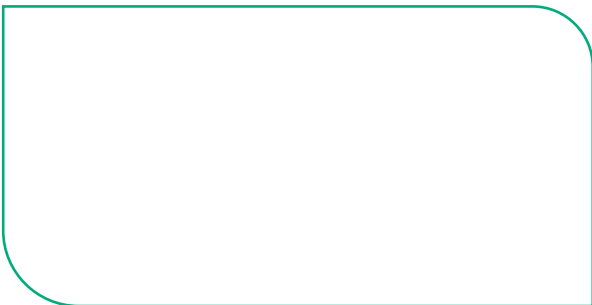


The Results

- The Revoria has transformed CityPress’s workflow by simplifying color adjustments and enabling cost-effective production of specialty colors, significantly enhancing customer offerings and positioning the company for rapid growth with Fujifilm’s support.



Find more information at:
print-us.fujifilm.com



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