

Branded for performance

How the REVORIA is helping Ballyhoo Printing transform its efficiency and quality





Community. Connection. Commitment. Nestled in Lewistown, Montana, a town with just 6,100 people, Ballyhoo Printing & Design understands the type of personalized service it takes to be a trusted partner. The company started in the home office of Gerri Campbell after seeing her father, a ranch owner, struggle to find a printer that understood the unique needs ranchers had when it came to selling cattle. Developing technologies that could streamline sale catalog creation and highlight accuracies, Campbell created a much sought-after niche.

In 2000, after purchasing Brady Graphics, a print shop that was doing her production, the Ballyhoo brand began to grow. Running the entire catalog process under one roof—from data management, design, printing and mailing—the company transformed into a full-service print shop with a small-town heart and a nationwide reach.

Today, Ballyhoo Printing & Design has evolved into a powerhouse that combines cutting-edge technology to provide graphic design, posters, catalogs, books, business cards and invoices, diversifying from paper to photo prints, custom photo gifts, wide-format printing, laser etching/cutting and UV printing.

The Challenge

For years, Ballyhoo Printing relied on traditional offset presses to produce high-quality sale catalogs and marketing materials. While offset printing had long been the backbone of its operation, the aging equipment brought mounting challenges. Parts were increasingly difficult to find, repairs caused disruptive downtime and the reliance on a skilled press operator challenged business continuity. In addition, with the demand for full-color printing on the rise, the existing

press technology they used simply could not keep up. “We had to make a change,” Campbell says. “Our industry was shifting toward mostly full-color work. Historically, we did a great deal of black printing and mixed spot colors, as full-color printing was too expensive for shorter runs. The problem was that our older, smaller digital presses just weren’t built for this new demand. We had a fantastic press operator, but I was well aware that finding a backup—or eventually a replacement—would be a major challenge.”

Beyond technological constraints, efficiency also was a pressing concern. Traditional offset printing required extensive setup and often led to wasted materials, particularly during shorter print runs. As Ballyhoo’s catalog season ramped up each year, these inefficiencies became more evident, making it clear that a modern solution was necessary.

The Solution

After evaluating several options, including options from Xerox, the Ballyhoo team chose FUJIFILM’s REVORIA PRESS PC1120 Series. While installing the REVORIA presses meant transitioning away from offset printing—a shift that Campbell admits initially felt like a leap into the unknown—she says

her long-standing relationship with FUJIFILM sales rep Stacy Lackie played a major role in her decision.

"When we visited FUJIFILM's Hanover Park facility, we saw firsthand the level of support they offer," Campbell says. "They were upfront about the machine capabilities, acknowledged the challenges of servicing a rural location like ours, and guided me through solutions. Rather than just selling me a machine, they focused on making sure I had the right setup for long-term success, including recommending two machines for redundancy and offline bindery to handle larger books during peak season."

Campbell says the REVORIA brought newfound flexibility, efficiency and print quality, which made short-run full-color printing not just viable, but profitable. "Our old offset press and bindery setup were optimized for catalog season, but had limitations when it came to other print needs. As a result, the equipment often sat idle for months. The REVORIA has eliminated these restrictions, allowing us to expand our capabilities to handle a wider range of jobs year-round. From short-run full-color prints to high-quality custom work, this increased flexibility has not only improved efficiency, but will allow us to serve more customers beyond our traditional catalog work."



The Results

The impact of the transition for Ballyhoo was immediate. For example, its recent catalog season—historically the most demanding time of year—proved to be one of the smoothest yet. Over a three-month period, Ballyhoo printed and mailed more than 170,000 catalogs, flyers and postcards for more than 80 ranches, helping market and sell 10,000-plus head of cattle. "We're not only meeting our tight deadlines; we're beating them," Campbell says. "Our ranching clients rely on us to get their sale catalogs in buyers' hands at least three weeks before sale day. The REVORIA made that possible, and then some."

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– Gerri Campbell, Owner, Ballyhoo Printing & Design

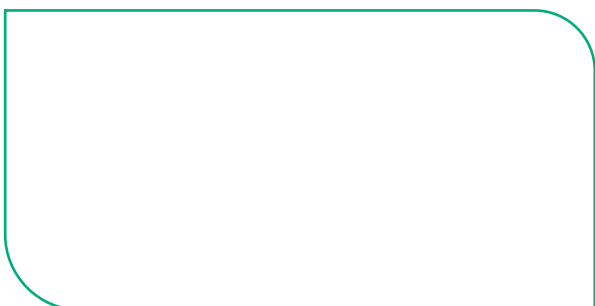
The benefits extended beyond catalog production. With the ability to take on a wider range of jobs, Ballyhoo expanded its offerings year-round. Perfect-bound books that once required significant production time now are stitched quickly and efficiently. Postcards and flyers—both essential to Ballyhoo's diverse clientele—now can be produced at a higher standard with faster turnaround times.

"Whether it's a postcard, a flyer or a 100-page catalog, we can now handle it all seamlessly," Campbell says. "On top of that, the REVORIA's specialty silver and gold toner has taken our cover designs to the next level, helping our customers' catalogs stand out in the stack of materials ranchers receive. Overall, we're seeing faster production, higher-quality output, and increased customer satisfaction—giving us the ability to deliver more for our clients while expanding our own opportunities."





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