

Digital Technology Trends *Pro Version*

by Howie Fenton, NAPL

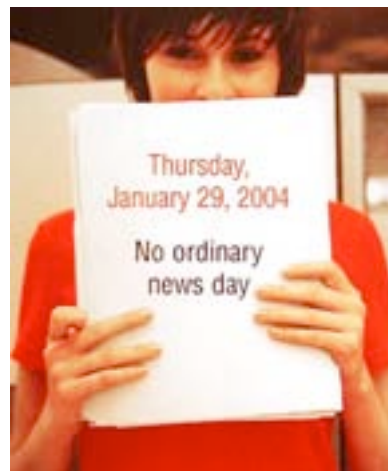
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» **Xerox's Secret Announcement**

Have you seen the invitation? Xerox is sending invitations to press and analysts announcing a new "top-secret" product to be announced on January 29, 2004 in New York City. The cover says "Come see what customer input and Xerox innovation created". Inside the headline is "From Blank Page to Breakthrough". The body copy includes "... news that will change the competitive landscape. Bold leadership. Clean sheet design". I am under non-disclosure, but can offer some hints. The new product and technology will build on core competencies, extend one of their most success product lines, and help defend a core market under competitive pressure. Expect to hear more in February.



» **Mohawk Paper launches a "cool" new website**

Mohawk Paper Mills recently launched a new user-friendly website, filled with educational material. The site includes interactive capabilities, expanded galleries highlighting work, informative and most importantly educational resource sections. I recommend visiting the site's PDF library to download PDFs on helpful topics.

<http://www.mohawkpaper.com>

» **Enfocus Software + StaffingTools = new Pitstop online training**

Enfocus Software and StaffingTools.com announced a online training course for the new PitStop Pro 6.0. The course is available 24/7 and is automatically customized to continually correlate with individual progress, is available through www.StaffingTools.com for an introductory price of \$99.95 until January 31.

http://nep.omessage.com/lrd1_AAErfAAAAIYB

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» Study on the Cost Of CTP Plates creates controversy

There is a white paper available online that is causing quite a commotion in the printing industry. It is called "CTP Plate Making: Understanding the Real Costs" and was written by John Zarwin formerly from State Street Consulting, now the principal of J Zarwan Partners.

In conducting this research, Zarwan spoke with 63 printers of various sizes who employ products from all of the major manufacturers and process types, including both thermal (both bake and no-bake) and violet CTP.

While other studies focus on CTP hardware and workflows what sets this report apart is that it focuses on plate costs by including the costs of chemistry and processing. The study is quoted by and commissioned by Presstek, the manufacturers of CTP equipment and processor plates.

The key findings from the white paper include:

- Chemistry can account for as much as 30% of the price of plates.
- A typical printer can spend \$40,000 to \$100,000 per year on chemistry and related items, and there are hidden costs that can bring the total higher.
- Most printers underestimate the total cost of chemical processing and maintenance. For an accurate cost-analysis of the CTP plate making process, printers must consider not just the price per plate but also the costs and resources associated with chemistry, development, maintenance, labor, floor space and waste disposal.

The white paper also discusses chemistry-free CTP solutions which offer the printer both the ability to migrate to CTP solutions without the cost burdens of conventional chemistry-based CTP and a more environmentally-friendly printing operation.

According to Zarwin, "The paper provides hard data that supports Presstek's position that chemistry-free platemaking results in a more productive and profitable workflow. It reinforces our position that Presstek leads the industry in offering cost-effective, chemistry-free, environmentally-friendly offset solutions for today's printing market."

<http://www.johnzarwan.com/>

<http://www.ondemandjournal.com/sitesearch/article.cfm?id=14160>

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FedEx buys kinko's Quick Copy Franchise

Buyout firm Clayton Dubilier & Rice finally gotten its payoff from its acquisition of Kinko's, one of the most recognizable copy store chains. Late in December, Kinko's, said it would be acquired by delivery giant FedEx Corp. in a deal valued at \$2.4 billion in cash. About \$1.75 billion of that will go to Clayton Dubilier, the New York-based buyout firm for a reported a \$1 billion profit.

Clayton Dubilier first approached Kinko's in 1996 about a potential investment. Back then, Kinko's was an entrepreneurial success story. Founded as a single store in 1970 by Orfaea, it had grown into one of the most recognizable brands in the burgeoning copy-center business. As a former Kinko's manager I can tell you the store name was based on Orfaea's kinky hair.

FedEx will offer its shipping options in 1,200 Kinko's stores (it currently has outlets in 134 Kinko's stores through a pre-existing agreement). The strategy is to help FedEx grab shipping business from the small- and medium-sized business market as well as from consumers who have fulfilled their other document needs in the stores. For 2003, Kinko's expects to report \$2 billion in revenues.

Kinko's has been adding new services for years. It offers its customers Wi-Fi, videoconferencing and Web-based technology. They estimate that 25 percent of Kinko's orders are submitted digitally. Kinko's DocStore offers larger commercial customers a customized online catalog and ordering tool that enables corporate customers to reduce waste and cut costs through on-demand printing. They also developed a Web-based application called eSupport that allows branch team members to troubleshoot technical problems with a faster, more effective alternative to phone-based support.

Some industry analysts said the acquisition is a defensive move for FedEx, as its main competitor, UPS, purchased Mail Boxes Etc. for about \$185 million, two years ago and now has more than 4,500 stores worldwide. The two shipping and packaging companies have been intensely competing with each other as UPS expanded into air mail services and FedEx increased its numbers of ground mail centers. Even with the Kinko's acquisition, FedEx's number of retail locations will only be one third that of The UPS Store retail chain. However, the companies plan to open more stores in North America and add locations in Asia and Europe.

http://www.ajc.com/business/content/business/ap/ap_story.html/Financial/AP.V2184.AP-Kinkos-Clayton.html
<http://www.fool.com/News/Take/2003/take031230.htm>
<http://www.dfw.com/mld/dfw/7599021.htm>
<http://members.whattheythink.com/news/newslink.cfm?id=13500>
http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20031230005086&newsLang=en

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» InPlants go digital

In-Plant Graphics magazine tallied up the results on 273 four-page survey's and found that InPlants are going digital and offering more services.



- 98% offer Bindery services, 89% Offset Printing, 89% digital printing, 81% prepress
- 23% have 4-color (or more) presses now, 32% do eight-up format jobs in-house
- 57% said they were approached by a print outsourcing firm. 30% said it had no effect while 17% said it resulted in a stronger department
- Most say they use color copiers/printers to output color than any other device. Since 1999, the percentage of in-plants with digital printing/copying capabilities has risen by 18%. Today 88% have digital printing capabilities and 76% expect their in-house color printing to increase this year.

<http://www.ipgonline.com/doc/research.html>

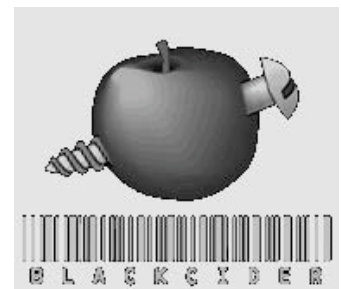
» Unhappy Apple users

As a loyal Apple customer for almost 2 decades. I can say that complaints about Apple products are not new. They tried to repair one of my Wallstreet laptops for 2 months before agreeing to send me a new one. My experience is that after the complaints reach a certain level they are dealt with fairly.

According to recent reports however the complaints about some products recently have not been dealt with. News sources are reporting that at least two online petitions have collected hundreds of signatures from potential plaintiffs seeking to file lawsuits over claims of defects in the iBook laptop.

Most of the complaints pertain to a particular iBook model with dual USB ports. The difficulties stem from the iBook's logic board, or motherboard, users say in discussion forums — including boards on Apple's own Web site.

One of the petition sites, BlackCider.com, which uses as its logo an apple with a screw run through it, has 408 signatures from potential lawsuit participants. Many users report replacement units have the same problems with display and video output.



The other Web site, created by Brendan Carolan at PetitionOnline.com, has collected 850 signatures and calls on Apple to either extend the iBook warranties or offer a replacement.

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The claims of problems have also extended to the company's higher-end PowerBook line. Macworld magazine, in its December issue, said it had to return three of six 15-inch aluminum PowerBook G4s it ordered for testing purposes because of defects.

Another growing source of complaints surrounds Apple's wildly-popular iPod line of digital music players, which many enthusiasts believe will get an upgrade at Macworld with the introduction of smaller, less-expensive models and a range of case colors.

In California, a lawsuit seeking class-action status is expected to be filed January against the company over the claim that Apple's warranty does not run long enough to cover problems with the player's battery.

http://www.usatoday.com/tech/news/2004-01-02-ipeeved_x.htm



» Schedule

Are there questions or issues you are wrestling with - lets schedule a visit - here is a travel schedule.

Date	City	Purpose
1/12-1/16	LA, CA	Prepress Audit (Private)
1/20-1/22	Boise, ID	HP Digital Printing Council (Private)
1/28-1/30	NYC, NY	Xerox Press Event



Adding or Removing Names

To be added to the list simple email HowieAtPre@aol.com and write "add to list" in the subject line

To be removed simple email HowieAtPre@aol.com and write "remove from list" in the subject line



» Questions of Comments call **720-872-6339**

