

# Production Printer Implementation Improves Service by Bringing Printing In-House

**Service:** Production Printer

**Client:** Laura Marr Printing LLC

## Project Overview

Laura Marr is a social and commercial printer based in Westbrook, Maine. Laura Marr does custom work including thermography, foil work, and die-cutting. Their motto is “if you can think it, we can ink it.”

- A commercial printer had to outsource most of its printing work because of the high costs and limited capabilities of its existing inkjet printers.
- SymQuest recommended and installed a color digital printing press that helped the client bring more jobs in-house.
- The commercial printing company took back ownership of its own work, increased customer satisfaction, and increased profits.

## The Challenge

Laura Marr’s four Epson inkjet printers were costly to operate and didn’t allow the company to print most jobs in-house. The printing company often needed to outsource both proofs and complete print jobs.

## The Solution

SymQuest met with Laura Marr’s owners to review what the company’s printing needs. SymQuest recommended that Laura Marr increase its capabilities and lower its per-page costs by installing a digital printing press.

In September 2019, SymQuest installed a Konica Minolta AccurioPress C2070 [color production printer](#). The printer can print in color at 70 pages per minute, can accommodate a 750,000-page monthly volume, and can print paper weights up to 350 gsm.

## The Results

Laura Marr no longer has to wait on a third party to push a project along. Timelines and quality control are now 100% in their hands, allowing for increased customer satisfaction. Productivity and profits are both up.



**“Thank you so much for pushing us to get a digital system. It has made a big difference in what we are doing. The big thing is we don’t have to wait a few days for a proof and then another few days for a job that is less than perfect. We now control our own destiny.”**

**- George Libby, Owner at Laura Marr Printing**