



Vox Printing thrilled with I-TECH registration systems

Breaking into new markets, expanding existing markets and keeping a 13-year sales growth streak going is never easy. But that is exactly what Vox Printing of Oklahoma City expects of itself this year and beyond.



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While much of their business is working with the largest restaurant chains in the country, more is being asked of Vox every day.

"Four years ago, we made the decision to leverage our great customer relationships and offer them even more" said David Reid, president of Vox.

Vox wanted to begin offering FSI's, kids' menus, direct mail and other 4/4 items on a variety of stocks. Robert Reid, Production Manager with Vox, purchased an 8-unit UV Press with folding, gluing, perfining and trimming capabilities. "The press was great and the capabilities it offered were tremendous. We just weren't thrilled with the registration system it had" said Reid. After several months of research, Reid chose I-TECH as the supplier for the next generation of registration systems for their new press as well as for an additional press.

As Robert Reid described "One of the main criteria we had for selecting a registration system was the size of the registration marks. As part of our lean and green initiatives we are trying to give our customers the

flexibility to design their jobs with little or no trim waste. Consequently, the marks remain on the finished product and need to be as undetectable as possible. We are thrilled with the reliability of the

vectored pattern of the marks as well as the tiny size. The cutoff marks are even harder to detect, it is a very small set of dots that we print with the yellow ink making it

virtually unnoticeable to the end user."

I-TECH worked with Vox in the preparation phase to make sure it met Reid's goal to be as unobtrusive as possible. "They were able to show us 3 or 4 ideas of where we could place the system. We were able to see the 3D computer designs to help us visualize it. I-TECH's up front effort made the installation go smoothly and integrate seamlessly with the rest of the press." said Robert Reid.

Over the several days of installation, Vox press technicians were trained on the capabilities and techniques used to get the absolute most out of the system. "The time they spent training us and the quality of the system have been awesome!" explained Toni Peters, press technician.

During the first few weeks after the installation we moved through different types of press configurations on our variable insert press. I-TECH engineers remotely monitored and accessed our system day, night and even while commuting to work to answer our questions and solve issues.

As David Weingartner, press technician at Vox put it "It holds true, right on. We haven't had to worry about registration. It is user friendly – even I can work it. It has been money well spent. You can set it up and it finds registration quickly and is right on". "We have reduced our set up times by 20% and both sides of the sheet are in registration within 300 impressions." Adam Wright added.

From a customer standpoint, Vox has been pleased with the results. "Our customers expect a lot from us. Having every sheet in register and consistent helps them to look good to their customers" said Andrea Larson, account executive at Vox. "We don't have to worry about registration on any of the finished pieces at all."

"Breaking down the process, improving each piece and getting the best systems in place are all necessary



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for us to continue the growth we expect of ourselves" explains Robert Reid. "Being a family owned and operated printing company, we take it very personally if we produce something we aren't proud of."

"With the new I-TECH systems, we are poised for growth, thrilled with our quality and have happier, more productive press technicians. We would highly recommend the people and gear of I-TECH. They have truly been first rate all around."