

**“THIS WORKFLOW IS EXTREMELY FLEXIBLE. IT’S TOTALLY LIVED UP TO OUR EXPECTATIONS.”**

**CUSTOMER SPOTLIGHT**

**CUSTOMER:**  
ST. CROIX PRESS

**LOCATION:**  
NEW RICHMOND, WI

**PRODUCT:**  
SIERRA  
WORKFLOW

**St. Croix Press** is a family-owned printing company located in western Wisconsin. In business for over 45 years, they’ve built a solid reputation for quality and innovation – reflected in numerous industry and association awards. As a publication printer, they specialize in four color catalog and magazine work, often exceeding run lengths of 100,000 or more.

Keeping their 2 Miehle sheet-fed and 3 Harris web presses supplied with plates is no small chore. Pat Earley, St. Croix Press’ Prepress Administrator is responsible for the steady stream of work through the department, and was mindful of this requirement when he investigated workflow options to replace an aging Apogee system.

“An increase in speed was vital,” he said. “Not just in rendering speed, but from a job troubleshooting standpoint too. Because Sierra is based on the Adobe PDF Print Engine technology, files created through the Adobe Creative Suite typically process without any trouble.”

Pat had other criteria to consider as well. Accurate proofing, trapping, tech

support, and affordability rounded out his list. Raster PDFs generated by Sierra supply their on-line proofing system with accurately rendered files. For hard copy color proofing, Sierra drives St. Croix Press’ Epson printers and the results are highly accurate. “No discrepancies between proof and plate,” says Pat, “Which is huge for us and our customers.”

Pat Earley - St. Croix Press



As for support, Pat hasn't needed it as much as he thought he might when implementing the system. "Xitron's support has always been excellent," he said. "But I just don't have to use it much because there are so few issues. When we have one, Xitron responds promptly."

Quick to recommend Xitron and Sierra to other shops with similar needs, Pat likes to stress productivity when he does. "This workflow is extremely flexible. We output to two Screen PT-R 8600s, which image several different plate sizes for each of our presses. It's totally lived up to our expectations."

Like most printers, St. Croix Press recognizes the enormous changes the printing industry has experienced in the last 15 years and they expect more changes ahead. What's most important to them is that their choice in prepress workflow has kept them relevant – and in business – through those changes.

To hear more about Pat's experiences firsthand, contact him by emailing [earl@stcroixpress.com](mailto:earl@stcroixpress.com). For more information about Xitron and Prepress Independence® visit [www.xitron.com](http://www.xitron.com) or write to [sales@xitron.com](mailto:sales@xitron.com).



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