

# “WE NEEDED SOMETHING THAT WOULD BE EASY AND FAST WITH GREAT VENDOR SUPPORT.”

## CUSTOMER SPOTLIGHT

**CUSTOMER:**  
DOLPHIN  
GRAPHICS

**LOCATION:**  
HOUSTON, TEXAS

**PRODUCT:**  
SIERRA  
WORKFLOW

### **Simplicity, Speed,**

**Support.** When Dolphin Graphics in Houston, Texas started investigating a new prepress workflow, Jeff Davies had a short list of criteria to be met. A full service printer, Dolphin handles both retail and trade printing with a full bindery, foil stamping, and blind embossing capability. Their pressroom is outfitted with two and four color Heidelberg, 7 model 3302 presses, a 3304, and they route 25% of their business as digital through Xerox systems.

At the time, Dolphin was migrating to a Trendsetter CTP unit and they needed the ability to produce multiple plate sizes in order to feed all the presses. Dolphin's Sierra workflow creates one-bit TIFF files that are imaged on the Trendsetter through a Xitron Raster Blaster; one of over 200 devices Xitron systems are capable of driving. For digital output on the Xerox system, Raster PDF is the delivery format of choice.

“We were looking for internal improvements,” said Jeff. “With

so many diverse output formats, some workflows would require a lot of manual intervention in order to create the proper flow. We needed something that would be easy and fast with great vendor support.” Jeff chose Xitron's Sierra workflow because he felt it matched all their requirements.

Built around the latest Adobe PDF Print Engine, Sierra's built-in Dynamic Imposition is the key to their productivity and throughput. “We can impose a 500 page book in about 5 minutes,” says Jeff. “There's nothing wrong with that speed!”

Designed to adapt to changing formats quickly and efficiently, Sierra's imposition is extremely intuitive. “We figured things out quite quickly. It hasn't been complicated at all.”

As for support - the Achilles heel of many a prepress installation - Jeff was impressed. “We've only had to contact Xitron support six or seven times over the

entire life of the installation. Most times it was something simple and easily addressed and Xitron responded well.” As part of their annual support agreement with Xitron, Dolphin's system was recently upgraded to version 6.5.1 at no charge. This means they are running with Adobe PDF Print Engine 3.8.4 using Adobe's Mercury Architecture which gives them even more speed.

Jeff is happy to recommend Sierra and Xitron to any shop. To find out more about his experiences and what Sierra has done for his productivity, contact Jeff at 713.789.7474.



**SIERRA**



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