

# “I don’t know how any print shop would not want to invest in technology that gives them an ROI this quickly”

## CUSTOMER SPOTLIGHT

**CUSTOMER:**  
ALLIED MEDIA

**LOCATION:**  
FENTON,  
MICHIGAN

**PRODUCT:**  
KEYSETTER  
CONNECT

**Allied Media** in Fenton, Michigan is a full service commercial printing company that has been in business for over 20 years. Their stable of presses includes a Heidelberg four-color SM-102 for which Prepress Manager Matt Bradley wanted to decrease make-ready and improve color fidelity. Pressman Shawn Affeldt echoed the sentiment. “As a pressman, you can spend a lot of time getting color up to where you want it to be,” he said. Plus, you end up throwing a lot of paper in the trash.”

While investigating possible solutions on-line, Matt found Xitron’s KeySetter Connect; a software application designed to track all ink key adjustments made by the pressman and process them through automated trend analysis (ATA) before storing the information in an ink key database. The end result is that each subsequent job comes up to color quicker, more

accurately, and with less waste. After processing fewer than 15 print runs, users report make-ready time savings over 50% and the ability to get up to color in fewer than 150 sheets.

Communicating directly with the press console, KeySetter Connect calculates ink coverage information using data sent from ANY prepress workflow, and then combines it with the adjustment history of every previous job. Instead of setting the press keys at a “starting point” like CIP3

readers, KeySetter Connect puts you nearer to the finish line with each subsequent job, saving real time and reducing material cost.

Soon after making the decision to try KeySetter Connect, Matt and Shawn became super impressed with the installation and ease of operation. “Installation only took about half an hour. Within another half hour we were printing and using the software,” said Matt. “It’s very user friendly.”



Shawn Affeldt, of Allied Media, adjusting ink coverage on KeySetter Connect.



Shawn likes the way KeySetter Connect stores several paper profiles, which improves the accuracy of the press as they move through different stocks. He also likes the way the software configures the press units based on inks in the job. "If a spot color job comes through, it automatically allocates the spot color to the right unit. Everything is set up for us so we don't have to do it."

According to Matt, Allied began reaping the benefits of increased ink key accuracy almost right away. "It has absolutely performed beyond our expectations," he said. "I would 100% recommend this to any printing company with similar needs."

KeySetter Connect is available for dozens of presses and consoles from the most popular manufacturers such as Heidelberg, Komori, Sakurai, KBA, Mitsubishi, Manroland, and others. Closed loop versions are available for consoles using X-Rite or Techkon scanners.

"I can't say enough about what a great purchase this was," concluded Matt. "I don't know how any print shop would not want to invest in technology that gives them an ROI this quickly."



<https://alliedmedia.net/>



Matt Bradley of Allied Media sends another job through KeySetter Connect



**KEYSETTER**

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