

# “WE WERE DRAWN TO XITRON’S SIERRA BECAUSE IT WAS SO EASY TO WORK WITH.”

## CUSTOMER SPOTLIGHT

**CUSTOMER:**  
HANSEN QP

**LOCATION:**  
SYRACUSE, NY

**PRODUCT:**  
SIERRA  
WORKFLOW

**Hansen QP** is a commercial/trade printer located in Syracuse, New York. They’re a full service – albeit unusual – shop outfitted with both web and sheet-fed presses, a digital print department, and full bindery. Hansen QP has been in business for over 30 years, handling everything from business cards and pocket folders to carbonless forms and package printing. While Mike Hansen, president of Hansen QP, is proud of his shop’s state-of-the-art equipment and technology, he’s also quick to recognize that his staff and standards play a significant role in the company’s success and longevity.

Mike and his team investigated several workflow options when they made the decision to replace their aging Kodak Prinergy system. They knew they wanted a workflow that included the latest Adobe PDF Print Engine, but it had to be able to drive everything in

the shop; not just the Kodak platesetter. That meant it had to integrate with their two Konica Minolta Bizhubs as well their MGI Meteor DP60 Pro.

“We investigated all the different workflows on the market and were drawn to Xitron’s Sierra because it was so easy to work with,” said Mike. “There are automation features that make it simple to move jobs from traditional offset prepress to digital, and vice-versa. We got the higher end quality we were looking for on the digital side and we’re able to match color, giving us consistency throughout the shop.”

According to Mike, the implementation of Sierra was one of the easiest they’ve ever experienced. “Especially in the CTP room,” he said. “It was very seamless and user-friendly.” More importantly, he thinks Xitron’s support after the sale has been great. “Service was slow and unpredictable with our last system. With Xitron, we get quick responses to any questions we have.”

Mike considers the future of printing to be profitable as long as a shop can handle shorter and shorter turn-around times. Sierra has helped streamline their processes, enabling them to meet that demand. As a testament to that fact, he’s recommended Sierra to several other shops, although somewhat reluctantly. “I really don’t want them to be as advanced as we are,” he says with a wink.

To find out more, contact Mike at 315-478-0108.



## SIERRA



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