

# How and Why Did LOYAL Install 4, No Less, 74-DIs ?

*Mitsuhiro Miyamoto  
LOYAL Planning co., ltd.  
Tokyo, Japan*

## Company History

### 1971-87 — Phototypesetting

LOYAL Planning started as Phototypesetting Company in 1971 with 4 Employee. In 1981, they installed Computer Phototypesetter. And they grew and grew, in 1987 they had 100 employee. I, Miyamoto, was employed in this term as Computer Phototypesetter.

### 1988-Now — DTP

In 1987, we installed Macintosh and started DTP. In 1994, ratio of members of phototypesetting and members of DTP was reversed. And ratio of sales volume was reversed in 96. Now still we have less than 5% employee and sales volume in typesetting.

### 1997-Now — Printing

Business of printing was started in 97. We installed Indigo E-Print1000 and Xeikon DCP/32D. These 2 machines contributed to store up business know-how, marketing, and technology, but not profit.

Soon, we installed Heidelberg QuickMaster DI 46-4. And 1999, we installed the first machine Heidelberg SpeedMaster 74 DI. In 2001 we installed more 2 SM74DIs, and in 2002 installed more 1. Now we have total 4 SM74DIs.

## Company Overview

Employee — 300

Sales staff — 40

DTP — 200

Printing — 30

R & D — 10

Account of business — 300 million yen in year.

DTP — 75%

Printing — 25%

Business Market

DTP — Publishing company

Printing — Advertising agency, stock brokerage

Location

Head office and Printing Factory — Tokyo (capital of Japan, and Tokyo is center of publishing business)

DTP Factory — Suburbs of Tokyo and district capital

(960km far from Tokyo)

## Speck of DIs

1<sup>st</sup> — 5 colors or 1+4 colors

2<sup>nd</sup> — 4 colors

3<sup>rd</sup> — 5 colors or 1+4 colors

4<sup>th</sup> — 4 colors or 2+2 colors

## Shift

DTP — 3 shift (7 days 24 hours)

Printing — 3 shift (6 days 24 hours)

## Customers

We discovery the answer ‘Who is DI (Short run printing Customer?’). It was advertising agency, stock brokerage firm, and branch of advertising in publishing company.

To advertising agency, we did only show Price List of less 3,000 printing. ‘How to use this machine’ was guided by them. And then, they became as our sales staffs. They used ‘users manual’ of goods of in test marketing. Or they printed by DI ‘Microsoft Power Point handout’ of seminar, or of presentation.

Stock brokerage firm printed annual report by DI. From each annual report is from 16 to 80 pages Microsoft word data, weekly, and less than 8,000 copies.

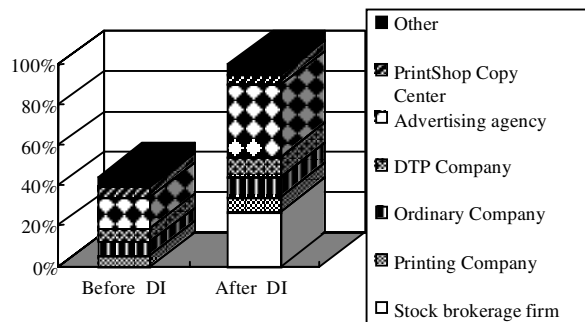


Figure 1. Our customers of printing

## Printing ‘Office’ Data

DI is very suitable for ‘Microsoft Office data’. Those data are RGB. Ordinary Separation from RGB to CMYK does not have function ‘overprint’ or ‘trapping’. Because of DI’s extremely precise, we can print ‘without-overprint-data’ and ‘without-trapping-data’. Thus DI make us easy to handing ‘Microsoft office data’. We handle those data in 35% ratio.

### Short Run / Proof

Most short run job is proof print for CTP. Custom of Japanese publishing company, 'proof' needs 5 or more sheets. We supply 4 colors 5 sheets print by 10,000 yen. This price is on even ground to DDCP prices. Proof of DI is, of course, use DI.

And our policy is 'Never touch ink-control-key'. If color changes are needed, we do them by DTP data. Then we can keep high productivity, usually we do 4 jobs per an hour (in case of less than 2,000 copies).

This policy, also, means we did not need to employee skilled workers. Number of our skilled workers is 3, 1 for each shift, and other workers are beginners.

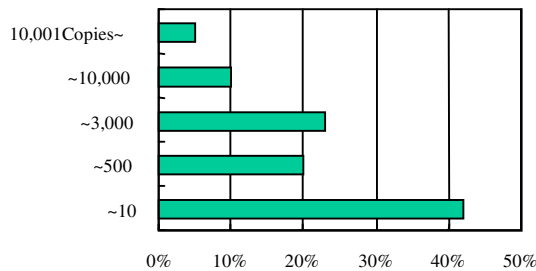


Figure 2. Numbers of copies

### Instruction of Job / MIS

We installed 'Pupuri system'. This is Management Information System for Printing Company.

It can estimate, instructions of job to be in common, control of machine schedules, and accounting. Holding information in common by web browser base, make us speedy, in doing job, or in make up company's decision.

### Conclusion (?)

However, we have some doubt. Prices of thermal plate are down and down. But DI plate keeps still expensive. Productivity of plate setter also become well. We wonder 'Days of DI are over?'.

### Biography

- 1987-1988 Computer photo typesetting operator.
- 1989-1991 Factory manager of DTP branch.
- 1992-1994 Manager of account section.
- 1995-1996 Manager of Internet branch.
- 1997-2001 Factory manager of Printing branch.
- 2002-now CTO.

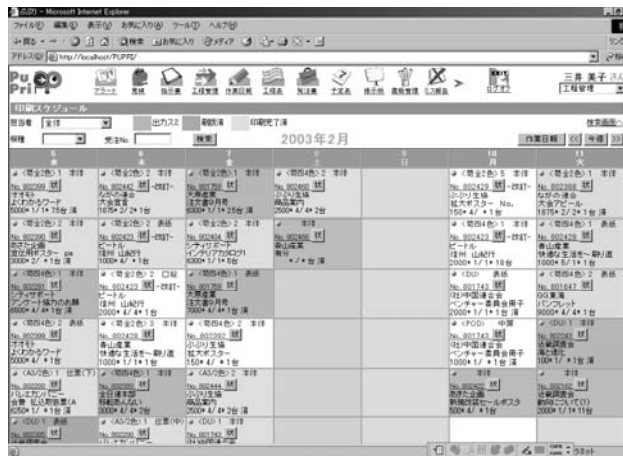


Figure 3. 'Pupuri System'