

MUIR GRAPHICS INC.
OHIO, USA

Market SPOTLIGHT

An ECRM communication

Family-owned and operated Muir Graphics invests in high quality with the MAKO 4 and measures success by continued customer loyalty.

After 29 years of serving the Michigan and Ohio area print market, Muir Graphics' co-owners and sisters Karen Garner and Linda Reiter decided they had to explore new technologies as their business expanded.

"We had been using films for some time, but knew that it was time to take the next step to CTP," said Karen.

Initially, they considered high-priced thermal devices. However, when their local



Enovation sales representative suggested the MAKO 4 and a Fuji violet plate package, Karen was amazed by the difference in price. As soon as she was able to evaluate the MAKO 4, the high image quality produced by the device left her very impressed.

importantly," she continued, "we love it. The MAKO 4 has allowed us to go from disk to proof in a matter of minutes."

She reiterated the great value of the MAKO 4 and explained how Muir Graphics had benefited from the move to an ECRM platesetter.

Muir Graphics had an easy installation and transition from film to computer-to-plate imaging. Soon after the MAKO 4 was implemented into their workflow, the improvement in quality was evident to her staff as well as her toughest critics.

"The high quality, speed and proofing of the MAKO 4 is so impressive. Our press operators tell us that we use a lot less paper than we were using with film, ultimately keeping costs low.

"Our customers love it – the dots are so perfect on press that our clients have even commented on how vibrant their work looks. And more

"Violet imaging and ECRM CTP fits our business perfectly," concluded Karen. "It really is a great investment."



ECRM® Imaging Systems

www.ecrm.com

ECRM Headquarters:

554 Clark Road
Tewksbury MA 01876
USA
Tel: (+1) 978.851.0207
Fax: (+1) 978.851.7016
sales@ecrm.com

ECRM Sales Offices:

3 Century Court, Tolpits Lane
Watford, Hertfordshire
WD18 9PU, UK
Tel: (+44) 1923.218.255
Fax: (+44) 1923.218.256
sales_uk@ecrm.com

Room 1508 Nanyang Plaza
57 Hung To Road
Kwun Tong, Kowloon
Hong Kong
Tel: (+852) 2564.8989
Fax: (+852) 2564.8821
sales_hk@ecrm.com

Room 1135-1136
Office Tower 1 Beijing Junefield Plaza
No. 6 Xuan Wu Men Wai Da Jie.
Beijing 100052, China
Tel: (+86)10 63109010/11/12
Fax: (+86)10 63109013
sales_hk@ecrm.com



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