



“The move to :Apogee has been a positive experience for our company”

DavCo Advertising, Inc. is a family owned business now into the second generation of ownership and management. Founder David Esh started the business in 1974 when he combined his experience in promotional products with his interest in printing.

:Apogee at DavCo Advertising, Kinzers PA USA



The business grew at a steady rate throughout the years and as time progressed David branched into commercial printing as well. As his children graduated from high school some of them joined the company, primarily in the commercial printing division. After moving into a new 10,000 square foot facility in 1987, equipment and personnel were added to keep up with growing demand.

By the turn of the century the company was again looking to expand into a larger facility. In the spring of 2003, construction was underway on a new 35,000 square foot building. In December of the same year the company moved to its current location in Kinzers, PA.

Dave's eldest son, Jerry, briefly explains the company today . . .

Today our company has 42 employees. Total revenue amounts to 6.4M, print represents 3.9M. Today all three of my brothers participate in the business. As the oldest son I have seen the industry progress from cold type all the way through to modern desktop publishing with CTP, robust PDF workflows and digital presses producing short-run color work and variable data jobs.

Customer Testimonial



What type of work does the company offer?

We offer full service commercial printing such as business stationery, forms, catalogs, books, brochures, flyers, mailing services, signage, photography and design. We are also a distributor for promotional products and wearables.

Most of our clients are in the Lancaster/Chester county region of Pennsylvania.

Our customers choose us for the service we provide, the stability of our company and the integrity that we have demonstrated for the past 35 years.

How do you stay ahead of the competition?

We try to keep up with current trends without going overboard with excess spending to target only niche markets. We strive to keep our equipment and software up-to-date and in good working order as well as provide an exceptional environment for our employees to work in.

Mr. Ryan Hoover, one of the design staff and :Apogee guru, is the primary go-to technician internally for training and implementation of the workflow solution. He was a part of the exploration team that looked into a replacement workflow and has spoken highly of :Apogee since its installation here in May 2011. We asked him a few questions.

Mr. Hoover, why did you choose :Apogee above the competition?

We quickly narrowed down the workflow search to two competing products. We took a good look at both with web demos and visits to companies that had each product installed. In the end :Apogee not only came in at a better price point, but the learning curve did not seem as daunting to us as the competing product.

What do you like most about :Apogee?

We appreciate the stability and reliability of the program. We hardly ever have any software or hardware issues with the system. The automatic archival process is also very helpful in streamlining our repeat work. We especially love the job filter; it makes locating and organizing jobs so much easier.

Customer Testimonial



How does :Apogee help you to achieve your goals?

The streamlined workflow shaves time and materials from the process of a job. The rock solid reliability of the program makes it possible to send the job through the system and not have to worry about whether or not it will RIP correctly.

What is your experience with :Apogee Impose?

We really like the node construction and the ability to change parameters on the fly. All of our jobs are processed with :Apogee Impose. It also gives us the ability to increase the number of processed jobs.

Where does :Apogee fits in your future vision?

We are exploring the addition of a new MIS solution and hope that it can interface with :Apogee at some point in the future.

What were the main reasons why your company switched from Trueflow to :Apogee?

During the 6 years that we worked with the Trueflow workflow we were never really excited about its efficiency. It did the job, especially in the beginning, but it always seemed sluggish and unintuitive. The language conversion seemed weak as well. As desktop publishing software evolved, especially with transparency, we ran into more and more issues at the RIP level. The system seemed overloaded by our work and we often brought the machine to a halt. We looked briefly at a Trueflow upgrade but that was not one of the finalists we considered.

Keith Nisly, Design Director concludes - "I'm very pleased with how the transition to :Apogee has gone. I don't hear much about it and that's a good thing. My designers are happier about preparing files for press, so I am happier also. We have significantly fewer errors and strange problems like we did with Trueflow. Kudos to those who approved the purchase!"

Want to share your Apogee experience with others? Contact us: Apogee@agfa.com

More customer testimonials can be found on the AgfaGraphics website:

http://www.agfagraphics.com/gs/global/en/internet/mainings/products_solutions/customers_experience/index.jsp