

Equipment and Services

At Broudy, our work is the result of a process - a consistent application of the highest standards and meticulous attention to customer service. This process requires investment in the best production equipment. While the equipment is listed here, it is how we use it that sets the work apart.

Prepress

Color optimized for the paper you choose.

One workflow from file to plate, so what is proofed is what is imposed and what is printed.

The proofers double as our wide format printers, so a poster and a contract proof come off the same calibrated machines.

Apogee Workflow from ECO3, formerly Agfa - preflight, trapping, ink management, imposition, soft proofing and plating handled in one system rather than stitched together from several.

Plate Output on an Avalon platesetter - Agfa built, now serviced by ECO3 - so the whole path from file to plate sits with one supplier.

ECO3 Spiral Screening at the plate, so gradations stay smooth and fine detail survives into the highlights and shadows.

Contract Proofing on Epson SureColor P9570, Epson Stylus Pro P9000 and HP DesignJet T770, so a proof can be pulled on the stock the job will run on.

Wide Format Output on Canon imagePROGRAF PRO-4100S and PRO-4000S, up to 44 inches, for posters, display work and oversized proofs.

Application Support for the page composition and design software the work actually arrives in, including the Adobe applications.

Press Services

Prints up to 40 pt. board.

Double-size cylinders assure top quality on jobs requiring heavy ink coverage. Ideal for packaging.

Digital storage of the inking data assures matching ink density when reprints are needed.

Eight-color Printing on a Heidelberg 28" × 40" Speedmaster CD 102 press with Autoplate, CP2000, infrared dryer, CIP3, Inkline system, extended delivery and coating tower.

Six-color Printing on a Heidelberg 28" × 40" Speedmaster CD 102 press with Autoplate, CP2000, infrared dryer, CIP3, Inkline system, extended delivery and coating tower.

In-line Aqueous Coating on both presses, in flood and spot applications including Soft Touch.

Custom Ink Blending provided on site by Wikoff Color Corporation using EcoLogo certified inks.

Quality Assurance with G7 Master Qualification, a measured standard for gray balance and tonality.

Digital Printing

One-to-one marketing with variable data personalization of each piece.

No plates, so short runs and versioned work carry no setup penalty.

Canon imagePRESS V1350 at 13" × 19", for short-run and on-demand full-color work.

Ricoh Pro C9500 at 13" × 27.5", for longer formats that would otherwise become two pieces.

iJetColor I175 Pro printing full-color envelopes in house.

Post Press

Complete on-site bindery service to speed production of your job.

Full perimeter die-cutting is ideal for point-of-purchase work.

Specialist finishing is handled by partners who do that work every day, and managed by us.

Paper Cutting on Polar 115 and Polar 99 programmable cutters with air tables, plus pre-cutters and a Triumph 6660.

Folding on Stahl 28, 26, 20 and 19 Mini folders.

Saddle Stitching on a Muller Martini line with Apollo counter stacker, and a Horizon StitchLiner Mark IV.

Die-cutting on a Bobst 102-E at 28" × 40" and an Original Heidelberg cylinder at 22" × 30", which also prints letterpress.

Imprinting and Numbering letterpress imprinting, numbering and personalization on printed work.

Pocket Folding and Gluing for flat and capacity pockets on our Moll automated equipment.

On-Demand Finishing on Duplo 646 and 616 slitter/cutter/creasers.

Scoring and Creasing on a Morgana creaser, for heavy cover stock that must fold without cracking.

Wire-O and Coil Binding punched and bound in house.

Hand Bindery collating, inserting, hand folding, hand stitching, taping and banding.

Drilling, Padding and Shrink Wrapping with carton packing, so a pallet leaves ready to use.

Mailing Services and Fulfillment

Just the services you need to take the project to completion.

Postage is often three times the cost of print, so the design decisions that reduce it are worth making early.

Ink-jet Addressing with list management, wafer sealing, tabbing, tipping and inserting to produce postal-ready finished pieces.

List Services CASS certification, NCOA move updates, de-duplication, merge and purge, scrubbing, management and purchase.

Presorting and Drop-shipping to qualify for the lowest automation rates available to the piece.

Mail on Our Permit First Class or Marketing Mail, and non-profit rates where you hold your own authorization.

Warehousing and Fulfillment with inventory control, package assembly, pick and pack, and complete documentation.

Delivery Services

When and where you need it.

Local Delivery on our own trucks, to you, your warehouse or the post office.

Shipping including bulk and drop shipping, on your choice of carrier and account.