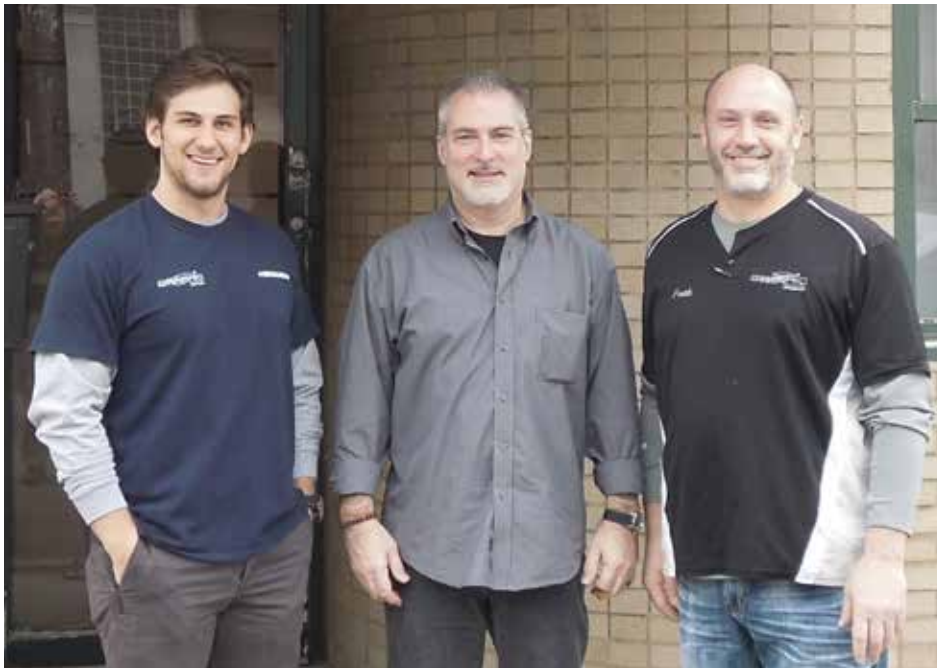


GRAPHIC IMAGE CORPORATION

A Foster Case Study by Dennis Mason



L to R: Frankie Markasovic, Frank Markasovic, Dave Drnek

Graphic Image Corporation is a company on the move. Frank Markasovic, grandson of the founder, heads the company today. Markasovic's son Frankie recently graduated from college and joined the company, making it a fourth generation business. Says Frankie, who handles marketing for the business: "Graphic Image Corporation has persevered—through tough economic periods, technological advances, and the migration of advertising from print to digital media—to become a very successful Chicago area printing company. We strive for quality and customer satisfaction, exceeding expectations to stand out in the marketplace."

The company opened in 1953 as a typesetting business, but through the

years has evolved into virtually every corner of the graphic arts. The early days in typesetting led to photography and success in other services to the printing trade. Then, in the 1980s, with Frank Markasovic at the helm, the company moved into general printing. The sheetfed offset process became the backbone of the business; a six-unit, 40-inch Heidelberg Speedmaster and a smaller two-color Heidelberg Printmaster now occupy the center of the production area. But as other print technologies gained currency in the marketplace, Graphic Image branched out in those areas as well. Today a new Konica Minolta digital color press is reducing the run length of jobs that the company accepts, and wide format printing has moved the company into signage and large graphic displays. The

12 Graphic Image employees operate like a family and all take pleasure when the business flourishes. Customers large and small return to the company to experience its well-rounded service and capability, its guidance in dealing with new technologies, its turnaround time, and the attitude, humor, and knowledge that employees bring to the job.

As print technologies have evolved, Graphic Image has found that peripheral equipment is as important to success as imaging devices manufactured by Heidelberg and Konica Minolta. Their venture into wide format printing and signage brought the need for precision cutting of large, high-value printed materials, and Graphic Image Corporation has standardized on devices offered by Foster—a long-time supplier of cutters and trimmers, as well as lifters used to



Frankie Markasovic in the Graphic Image production area.



“Our Foster table and cutter is particularly useful when we do large walls...”
– Drnek

Production Manager Dave Drnek at the Foster Proteus workbench and Javelin Integra cutter.



Drnek at the Foster Excalibur cutter.

position wide format media rolls. In the Graphic Image main pressroom area, a Foster Proteus workbench complete with Foster Javelin Integra cutter is in a prime spot, ready to do precision trimming of signage and large prints. Graphic Image Production Manager Dave Drnek talks about the Foster cutting system: “Our Proteus table, with the Javelin Integra cutter, is one of the best equipment purchases I ever made. The lockdown mechanism is great and it is so simple anyone can use it. Changing blades is no problem whatsoever. The table is rock-solid sturdy and never wobbles or shakes when large media is being cut. And the Foster Javelin Integra cutter fits perfectly on the table.

Together they let us cut corrugated plastic, foam board, and acrylic, and quickly do large banners and signs.”

Drnek continues: “Our Foster table and cutter is particularly useful when we do large walls—especially done on half-inch thick board. Setup is quick and easy, and the blade extender lets us easily adapt the equipment to this material. Sometimes we wish it was bigger, but it has never failed us.”

In another area of the Graphic Image plant, a Foster Excalibur cutter stands next to a Mutoh wide format printer, ready to quickly cut material from rolls and trim finished prints from the Mutoh. Says Drnek: “We picked up the



Frankie Markasovic with Graphic Image Chicago sports team material.



Frankie Markasovic with Graphic Image Chicago sports team material.

Excalibur printer when a competing printer was liquidated, and it has proven to be a good addition to our equipment list. While we don’t use it a lot, when we need it nothing else will do.”

Graphic Image Corporation is proof a progressive printer can not only survive but can excel in an industry undergoing continuous technological change.

Contact Graphic Image at www.graphicimagecorp.com.