

Printmaster PM 52 - User Report: Browning Communications

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Browning Communications relies on Heidelberg technology with new press

One of the largest minority-owned print shops in Florida, Browning Communications, has expanded its pressroom with the installation of a new four-color Printmaster PM 52 from Heidelberg.

Dean O'Brien, President of the company, felt the pressure of high demand from many of his clients, so he turned to Heidelberg. "We had so many requests, especially with short-run projects, and we needed more capacity," O'Brien said. "I needed a press that would deliver good color quality, and Heidelberg's technology has a solid reputation." Operators at Browning Communications are running the Printmaster PM 52 at its full capacity, already producing short-run brochures, tri-folds, postcards and other color-critical jobs, in both 11" by 17" and 8½" by 11" sizes. "Having the additional press capacity gives us more fire power," O'Brien said.

Browning Communications also houses large-format presses for longer runs as well as a digital press and several two-color presses. The 22-year-old print management company has 54 employees that serve both local and national accounts in the hospitality, healthcare and automotive industries, along with general commercial work. The Printmaster PM 52 joins a Stahlfolder from Heidelberg and several POLAR cutters in the shop.

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Browning Communications provides a full range of printing and direct mail services. The company, which began operations in 1986, operates in DeBary, Florida, optimally located between Orlando and Daytona Beach, and reaches a national market. For more information about the Heidelberg PM 52 capabilities, or Browning Communications, visit their web site at www.browningcom.net or call them at 386.668.1860.