



## Highroad Press Takes the Road Less Traveled

By Toni McQuilken

Highroad Press, located in downtown New York City, recently installed a brand new Komori Lithrone LS 640 press, replacing an older Mitsubishi press to increase capacity and upgrade the facility. This is the firm's first major new purchase since opening its doors two years ago.

To get the new machine into the building, Highroad became the first printer in a number of years to contract a rigging company to haul the old unit out of the ninth floor windows one weekend, and bring the new one up the same way the following Saturday, shutting down Varick Street for a number of hours in the process.

"That was really exciting," said Hallie Satz, CEO of Highroad Press. "Saturday was a really fun day here. They took out all the windows and closed down [several streets] and brought the cranes onto the street and hauled it up. There were a lot of people here, a lot of riggers putting the machine in place. It was a lot of fun, very exciting."



The new press was brought up in several sections, and the entire installation process took about nine hours. This is part, Ms. Satz noted, of the company's commitment to New York and staying in the Manhattan area. Moving to Long Island City or New Jersey was never an option for them. There is a need, she said, for commercial printers in the city and clients find it convenient and appreciate the service.

"We feel there's a real need for printers to be in New York," said Ms. Satz. "A lot of printers have moved out—it's very difficult to operate in the city. [However,] we think there is a need to be here. We believe in New York City. We're very excited about the City, we see a lot of great things being done here."

We hope to fill that niche, to be the local printer to customers who want to stay here."

Highroad Press services mostly agencies and corporate customers, with some trade work. In addition to the new Komori, the shop has another Mitsubishi press, as well as a full prepress facility, bindery, and a DocuColor for digital printing. The goal, Ms. Satz noted, is to eventually upgrade the second Mitsubishi press, as well as to expand the bindery.

In addition to being a woman-owned business, the firm has sought to increase its diversity in terms of the services it offers. Highroad Press recently became Forest Stewardship Council certified, allowing the company to offer green solutions to clients.