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DG3 Takes Finishing Off-Line To Maintain the Edge for Web-to-Print



A new web-to-print initiative for a top pharmaceutical firm led Diversified Global Graphics Group's North America Division (DG3) to adopt one of the smallest and most efficient production booklet-making operations—with excellent results.

By coupling a C.P. Bourg BSF Sheet Feeder with a PowerSquare 200 Booklet-Maker off-line to accept jobs from its high-end digital color presses, DG3's digital printing department was able to improve booklet-making efficiency and increase productivity 400 to 500% while gaining better process control.

As one of the 50 largest printing groups in the world and a leading global provider of print and communications services with locations across North America, Europe, Asia, and the Pacific, DG3 provides some of the world's largest financial services, pharmaceutical, and commercial businesses with unique, end-to-end communications solutions—from planning and design to advanced print and distribution.

Consistent with its mission to be a best-in-class graphic communications provider, DG3 offers state-of-the-art digital printing, as well as advanced lithographic offset services, from its 180,000 sq-ft. manufacturing facility in Jersey City, NJ, as well as at output facilities in London and Hong Kong.



Millions of time-sensitive and quality-critical documents are produced daily—from business stationery and research reports to annual reports, fund communications, confidential shareholder mailings, prospectuses, marketing materials, personalized direct mail campaigns, and all manner of color-critical commercial print.

Operating 24 hours a day, seven days a week, DG3’s digital printing operation in Jersey City has some internal finishing capabilities, supported by a full bindery with cutting, folding, die-cutting, perfect binding and stitching, says John Tenwinkel, Vice President of Digital and Distribution Services.

Tenwinkel has P&L responsibility for digital print, fulfillment and distribution operations. He is also heavily involved in DG3’s Digital Marketing business, which focuses on solution-driven client programs including web-to-print, web-to fulfillment, and web-to-digital marketing campaigns.

A More Agile Approach

“Document finishing is key to our business because clients rely on the quality, and increasingly the timeliness of our end-product in communicating everything from basic descriptive information to bold marketing concepts,” explains Tenwinkel.

Most of DG3’s monochrome production from Xerox Nuvera and Océ presses is finished by in-line booklet-makers dedicated to each device. Until recently, most of the output from the group’s HP Indigo and Xerox iGen presses was still brought to the separate bindery for post-production on large-scale booklet-makers designed for long production runs.

When the company decided to implement a new print-on-demand initiative to support its large pharmaceutical client, Tenwinkel knew it would result in more stock-keeping units and raise requirements for color booklets produced in lower volumes.

“We needed a more flexible approach to booklet-making that would allow us to use the personalized color output from our digital presses to produce high-quality stitched booklets with faster turnaround,” Tenwinkel explains. At the end of the day, our client needed a true partner who could get everything up and running, and that’s what the Bourg BSF-PowerSquare solution gives us.”

Going Off-line

DG3 was familiar with C.P. Bourg from using Bourg booklet makers with its in-line cut-sheet monochrome printers. When he learned of DG3’s requirements, C.P. Bourg’s sales



representative suggested reassigning a PowerSquare 200 booklet-maker that was docked in-line to the shop’s Océ VarioPrint 6250 monochrome printer, and instead use a Bourg BSF Sheet Feeder as the input device.

The Bourg BSF features two feeding compartments that can accept pile heights of 20 inches for primary content and up to 6.3 inches for covers or other content.

Able to feed up to 12,000 sheets per hour, the BSF also uses an innovative air-table design that allows its operator to load and easily center stacks of collated print output "virtually hands free" from stack carts common to most digital presses and production printers.

The PowerSquare 200 is a multi-purpose square-edge booklet-maker designed for production off-line or in-line with a digital press or printer that produces SquareBack™ books that can carry print on the spine, and are easy to handle, stack and pack.

Manufactured in the UK by Watkiss Automation and now sold and serviced throughout the Americas by C.P. Bourg, the PowerSquare 200 combines stitching, folding, spine forming and trimming in a small footprint with low power requirements to produce SquareBack™ books from eight to 200 pages (10mm) of up to 80 gsm. The compact booklet maker also features fully automatic settings for different book size and pagination, including variable stitch leg length for varying book thickness, making it a fast, efficient and cost effective alternative to conventional booklet making, perfect binding or tape binding.

Maintaining a Production Edge

"Freeing up the PowerSquare made sense because it was not being utilized to its full capacity, and it would be perfect for producing both our color work and some monochrome material," Tenwinkel notes.

Most booklet makers can only handle 20 sheets of 50-gsm text, and even then the higher page counts and larger sizes typical of financial material causes some booklets to buckle. The PowerSquare can handle up to 50 sheets of 80-gsm stock and produce a finished product with the lay-flat look that our financial services clients love.

The installation includes a PowerSquare Book Stacker (PBS) option that maximizes cost-efficiency by stacking finished books vertically on their spine, allowing the PowerSquare 200 to run unattended for extended periods. C.P. Bourg handled everything from facility requirements and working with Watkiss, a Bourg business partner, to installation and service for the BSF, PowerSquare and PBS Book Stacker.

"We did our homework and were well informed before deciding on the conversion, so there were no surprises. It was a seamless transition; and we were up and running in two days," Tenwinkel recalls.

A 500% Gain—With Pushbutton Ease

Prior to the conversion, the PowerSquare was bound by the in-line monochrome printer, producing only 10,000 to 15,000 booklets per month. Meanwhile, the quick turnaround time and higher flexibility needed for short-run color production from DG3's HP Indigo and Xerox iGen color presses would have been prohibitive with conventional booklet-making.



After the PowerSquare was teamed with the Bourg BSF, it was able to accept output from the HP Indigos and Xerox iGen – and virtually any other press in the shop, giving DG3 flexibility and control in producing about 80% of the color booklet output with pushbutton ease.

Now the PowerSquare is used 16 hours per day; and its production has soared fivefold in the first two months since the conversion.

The physical workflow has been greatly simplified as well. Stacks of sheets printed by the shop's HP, Océ, and Xerox presses are brought to the PowerSquare on Bourg-manufactured stack carts equipped with the air table allowing easy loading into the Bourg BSF Sheet Feeder.

Because the BSF is more robust in the paper it can handle, DG3 is able to use the PowerSquare to its maximum ability and can now produce square-edged books with heavier covers on multiple-weight, coated and uncoated stocks up to the full 540mm (21.26 inch) format of the PowerSquare.

The freedom afforded by decoupling the PowerSquare and using the BSF as the production gateway allows DG3 to produce a wide array of square-backed booklets up to 200 pages thick.

“We can load the BSF system, push a couple of buttons and in a short time produce quality booklets that are ready to be shipped,” says Tenwinkel. “The conversion has been critical in meeting the challenges of our print-on-demand program. With web-to-print, quick set up and ease of use require a non-traditional stitching model and that’s exactly what we have achieved with the addition of the Bourg BSF.”

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