

PRINTINGUNITED

DIGITAL EXPERIENCE



MONDAY, NOV. 2, 2020

GUIDE TO DAY SIX:

IN-PLANT FORUM

INSIDE:

IN-PLANTS: READY TO SERVE
DURING AN EMERGENCY

HOW PRIORITIZING SECURITY
CAN SUPPORT IN-PLANTS IN THE
NEW NORMAL

CHARTING A COURSE AROUND
COPIER CONTRACTS

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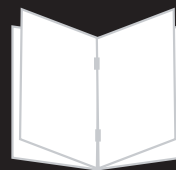
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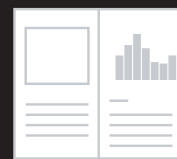
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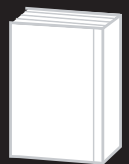
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TABLE OF CONTENTS

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- 4** Welcome to Day 6 of the 2020 PRINTING United Digital Experience
- 6** Day 6 Agenda and Sponsors
- 8** In-plants: Ready to Serve During an Emergency
- 10** Benedict Press Improves Sustainability
- 12** How Prioritizing Security Can Support In-plants in the New Normal
- 14** Charting a Course Around Copier Contracts
- 18** Should You Invest in G7?
- 20** Product Demo Videos
- 22** Products



WELCOME

Welcome to this special publication for attendees of the 2020 PRINTING United Digital Experience.

In June, PRINTING United announced the decision to transition from an in-person event in Atlanta, to a comprehensive digital platform. The PRINTING United Digital Experience, taking place Oct. 26-Nov. 12, offers attendees three weeks of live, guided programming, educational sessions, and panel discussions with the experts; along with access to a complete online exhibitor showcase featuring information about the newest industry technology, case studies, whitepapers, the chance to speak with exhibitor representatives, and more.

Today is Day 6 of this 14-day event. Focused on the in-plant industry, attendees have a packed schedule of content and product demos (see the detailed agenda on page 6).

In-plants have had a challenging 2020, but what are the long-term effects of COVID-19 on the industry? According to Marco Boer, VP, I.T. Strategies, there will be some changes the industry can expect.

The habits of how we buy print are changing, according to Boer. The old business model that's been around for decades — the lowest cost per thousand — will be completely gone. People are only going to buy what they need right now, and they don't want to spend more money than that. Short-run will become the rule, and digital technology will benefit from this shift. Offset printing will be hurt dramatically as long runs disappear.

Boer also thinks that the cost of print is going to get more expensive. The reason? As the volumes of offset print decline, we will see paper mills begin to shut down. As a result, there will be less capacity, and those economies of scale that have greatly benefited the industry for years as offset print was growing are going to work against us. By 2024, Boer expects the cost of paper to double. Layered on top of that is the fact that the cost of postage and shipping is increasing, as well.

As print becomes more expensive, the things printed will need to have more value. Personalized and versioned pieces will become more commonplace as brands will want to make sure their print is relevant and targeted to receive the biggest response. All of this works in favor of digital print.

Additionally, it also allows print providers — whether in-plant or print-for-pay — to create more value for their customers by consultative selling, offering a collaborative approach to become a partner with their customers. Those in-plants that are dynamic and vibrant will be able to really succeed in this kind of an environment.

The right technology investments can also help in-plants to thrive. As part of the product demos today, you'll be able to see the new Roland DG TrueVIS VG2 series printer/cutter, the Fujifilm J-Press 750S, and the Tecna Revolution 50. Also, Canon will feature a customer interview with Chuck Werninger, senior manager, IT Administrative Services, at Houston Independent School District. In the video, he will discuss how he has significantly increased his large-format graphics production to meet the school district's needs for social distancing and other graphics signage since the pandemic started.

As a companion to the 2020 PRINTING United Digital Experience, these 14 special daily publications will provide attendees with a reference guide to the day of content, as well as much-needed insights into how print service providers can best position themselves now for the recovery — and growth — to come.

We hope this information will help serve as a valuable resource as you plan the next steps for your business, and determine where — and how — to expand and grow. 🌈

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AGENDA

DAY 6: NOVEMBER 2, 2020

IN-PLANT FORUM

10:00 a.m.

KEYNOTE:

IN-PLANT TRENDS IN THE MIDST OF THE PANDEMIC

Presenter: Howie Fenton, Owner, Howie Fenton Consulting

In-plants need to shift from simply surviving during the pandemic to thriving. Fenton will discuss how in-plants can recover lost revenue, rebuild their operations, accelerate their adoption of digital technologies, and rethink their operations to come out stronger once the pandemic has ended.

10:30 a.m.

PANEL DISCUSSION: INNOVATIVE APPLICATIONS WITH WIDE-FORMAT PRINTING

Moderator: Bob Neubauer, Editor-in-Chief, *In-plant Impressions*

Panelists:

Liz Bowden, Duplicating Services Manager, University of Illinois at Urbana-Champaign

Nathan Thole, Director of Printing Services, Iowa State University

Seeing is believing, so this session will feature examples of innovative wide-format applica-

tions that in-plants are producing in-house.

In-plant managers from the University of Illinois and Iowa State University talk about the new types of work they are handling and describe how these jobs were produced, which equipment and substrates were used, and challenges they faced installing the graphics.

11:00 a.m.

PRODUCT DEMO: CANON LARGE-FORMAT IN-PLANT OPPORTUNITIES DURING COVID-19

Chuck Werninger, Senior Manager, IT Administrative Services at Houston Independent School District, has increased his large-format graphics production to meet the school district's needs for social distancing and other signage. He will discuss how the business unexpectedly changed and how it adopted Canon's Colorado 64" printer with UV gel technology to help support the demands of safely reopening the school districts.

11:15 a.m.

PRODUCT DEMO: ROLAND DG TRUEVIS VG2 PRINTER/CUTTER

Scott Burgess, Imagination Center Manager, East Coast, Roland DGA, will share three essential workflows in wide-format printing that can expand an in-plant print shop's capabilities and lower costs. The video will also highlight the TrueVIS VG2 printer/cutter, a 64"

eco-solvent wide-format printer designed to provide unparalleled color gamut expansion and unsurpassed print quality. It offers users a new level of color control and vibrancy, making it easy to produce color-accurate signs, vehicle graphics, labels, decals, and heat transfer apparel that exceed customer expectations.

11:30 a.m.

SESSION: WORKFLOW EFFICIENCY IN THE IN-PLANT

Presenters: Bob Neubauer, Editor-in-Chief, *In-plant Impressions*, and Mike Griswold, Printing and Graphics Lead, Tacoma Public Schools

By increasing automation, in-plants are reducing touches and labor costs, saving their parent organizations money. One example is Tacoma Public Schools Printing and Graphics. In this session, Production Lead Mike Griswold will relate how implementing Web-to-print and workflow automation software has driven volume to his print center, saved thousands of dollars for the school district and offered flexibility as needs change — as they have to a great extent during the coronavirus pandemic.

12:00 p.m.

PRODUCT DEMO: FUJIFILM J-PRESS 750S

The Fujifilm J Press 750S is the third generation of Fujifilm's J Press product line. The press

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incorporates the industry-leading capabilities and quality of previous generations while delivering higher and higher levels of productivity. When quality matters, only the J Press features an in-line, and real-time, scanning system that makes automatic nozzle corrections on the fly and requires zero intervention from the operator.

12:15 p.m.:

SESSION: DEVELOPING A FIVE-YEAR STRATEGIC PLAN

Presenter: Greg Cholmondeley, President, PRINTelligence Consulting

In-plants may have top-of-the-line equipment, facilities, funding, and staff, but if they don't have a strategic plan to guide them toward their goals, they will never achieve greatness. Cholmondeley reviews the steps in-plants should take to create a five-year strategic plan and highlight the 10 key elements to include.

12:45 p.m.

PRODUCT DEMO: TECNAU REVOLUTION 50 AND SPLICER ROLLER 40

After a brief overview of the established product line, Scott Peterson, Product Marketing Manager at Tecna, will introduce attendees to the newest finishing systems. The Revolution 50 series offers cut and stack finishing for the newest generation of high-speed continuous

inkjet presses, with capability of running at speeds up to 750 fpm, and compatibility with coated papers. The Splicer Roll 40 system gives continuous inkjet press users dual unwinders and dual rewinders to keep their press up and running.

1:00 p.m.

PANEL DISCUSSION: PRODUCTION INKJET IN THE IN-PLANT

Moderator: Bob Neubauer, Editor-in-Chief, *In-plant Impressions*

Panelists:

Gary Benson, Print Operations Manager, Compassion International

Kristen Hampton, Director of Printing Services, Michigan Department of Technology, Management, and Budget

David Roberts, General Manger, Graphics, Pride Enterprises

Transitioning from offset and toner technologies to production inkjet is a big move for an in-plant, yet so far dozens of in-plants have done it. This session brings together three in-plants that use production inkjet presses to discuss the challenges they faced when replacing multiple devices with an inkjet press, the types of work they are successfully printing with inkjet, quality considerations, volume requirements, and much more.

1:15 p.m.:

PRODUCT DEMO: CP BOURG BOOK AND BOOKLET BINDING

C.P. Bourg Technology enables its users to "do more with less." That's more work with less labor, less waste, and less time. Its Automated Perfect Binding and Booklet Making technology was created for the broad spectrum of the printing industry, including traditional offset, digital toner, and inkjet workflows.

"Pretend you've been hired as the turn-around expert ... [and] you've never seen the operation before. Look at it with fresh eyes, and say 'what do I need to change?'"

— Howie Fenton, Howie Fenton Consulting, in the In-plant Trends in the Midst of the Pandemic keynote.





In-plants: Ready to Serve During an Emergency

By Bob Neubauer, Editor-in-Chief, *In-plant Impressions*

Though in-plants have had a rough time during COVID-19, most have found a way to pivot to provide essential services for their parent organizations. For many, 2020 started out strong; above-average revenues led them to expect their best year ever.

The pandemic quickly squashed those dreams. Overnight, business disappeared, particularly for higher-ed in-plants; with campus activities canceled, so too were the print jobs supporting those events.

Many K-12 in-plants were initially busy in the spring, printing millions of pages of curriculum materials for school districts suddenly forced to begin remote learning. But with an entire summer to plan for the fall semester, some of those same districts created online strategies and distributed ChromeBooks and iPads to students, so the need for printed curriculum has dried up.

But while COVID-19 took away so much print work, it has also created a lot of it in the form of signage. In-plants were already embracing wide-format printing before the pandemic, so they were primed and ready to satisfy the sudden need for social distancing graphics.

Throughout the spring and summer of 2020, wide-format work

has been the saving grace for many in-plants whose traditional work has waned. Some have had to add new wide-format equipment to keep up. This sudden switch in focus from toner production to wide-format has the makings of a more permanent change in the structure of in-plants going forward.

Recent *In-plant Impressions* research shows that 77% of in-plants are now providing wide-format printing, up from 69% in our 2018 study. Wide-format makes up 9% of their revenue, and 79% comes from digital printing; of those producing wide-format, 29% also handle the installation of these graphics.

The availability of new substrates has allowed in-plants to offer applications they hadn't dreamed of several years ago, and the demand for these products continues to grow. New flatbed and hybrid printers enable in-plants to print on rigid substrates, opening a whole new line of business. There is also a growing interest in automated contour cutting, with 26% of in-plants now providing this service, up from 16% in 2018.

In-plants are expanding into vehicle graphics, window clings, floor graphics, and many other applications. Other areas of expansion include dye-sublimation, direct-to-garment printing, embroidery,

laser engraving, and promotional product sales. They see a need for printing magnets, mugs, name tags, ID cards, plaques, and other specialty items, and are acquiring the necessary equipment.

Many also plan to expand their in-house binding capabilities to include perfect binding, punching, padding, coil binding, in-line folding, and inserting. New finishing techniques like spot UV coating, foiling, and laminating are on their radar as well.

Another technology of growing interest in the in-plant community is production inkjet. Currently 12% of in-plants have an inkjet press, and that number continues to grow as the cost and volume requirements of these machines come down. Where five years ago only the largest in-plants could support a roll-fed inkjet press, today we see smaller in-plants replacing multiple toner and offset devices with a cut-sheet inkjet press.

Overall, nearly 80% of in-plants have upgraded equipment in the past two years to ensure they are serving their customers with the most up-to-date capabilities. Even during the COVID-19 pandemic, installations have continued. This includes replacing entire fleets of MFDs within their parent organizations, since more than 30% of in-plants manage those copier fleets.

Though in decades past, many in-plants operated as cost centers for their companies and organizations, today's successful in-plants strive to operate as for-profit businesses. They charge back for their work, market their services, compare their costs with competitors, and consult with customers to ensure their service

offerings stay in line with customers' needs.

Over the past two years, 67% of respondents have added new services to meet customers' needs, according to our research. This increase in capabilities enables them to handle most print work in-house. In fact, in-plants estimate only 6% of the jobs they receive are subcontracted out to the private sector, on average.

Despite the positive trends, in-plants face many challenges as well. Their competitors — commercial printers, facilities management (FM) firms — are relentless in their attempts to pry printing business away.

There are signs, though, that some of these threats are abating due to successful efforts by in-plants to promote their value. According to our research, just 23% of in-plants reported being approached by FMs in the past two years. This figure has dropped consistently in our surveys over the past six years.

During the COVID-19 pandemic, the value of having an in-plant has been recognized by companies and organizations that have them. In-plants were able to provide essential social distancing and safety signage at the drop of a hat. Many pivoted to provide personal protective equipment (PPE) such as face shields, masks, and protective plastic barriers, using the equipment and substrates they had on hand. They produced the printed curriculum materials that enabled schools to continue educating students from home. In short, in-plants were there when they were most needed, enabling companies and organizations to stay in business during a worldwide emergency. ↻

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The advertisement features a child in a blue shirt and goggles driving a red toy car on a paved road. In the foreground, there are several promotional items: a wine box, a 'SUMMER SAVE' tag, a 'LONDON GIN' label, and a 'Gin' label. Below these items is a QR code. To the right, two large industrial die cutters are shown: the UD-310 Rotary Die Cutter and the DPC-400 Digital Die Cutter. The background shows a scenic landscape with mountains and trees.



Benedict Press Improves Sustainability

Münsterschwarzach Abbey in Schwarzach, near Würzburg (Germany), was founded as a nunnery in the year 780. Re-acquired by the Missionary Benedictines in 1913, it is today home to around 100 monks. In keeping with the monastic rules, the abbey maintains a number of businesses and workshops providing work not only for monks, but also for some 300 secular employees. Among

the economically strongest of these businesses is Benedict Press: with 25 people on the payroll, the printer specializes in end-to-end production of high-quality books (including coffee-table books), art catalogs, calendars, posters, and a series of other print products.

Priority for 'Green' Economics

An environmentally friendly approach that makes sparing use of resources is a top priority for Benedict Press, which produces on sheetfed offset and toner digital equipment. As early as 2000, the monks made a commitment to strictly sustainable management as an active contribution toward preserving the global environment. During the years that followed, Münsterschwarzach Abbey and its various commercial enterprises became completely self-sufficient, with electricity and heat from renewable sources. Solar and hydroelectric power, a biogas plant, and a wood energy system lay the foundation for the abbey's carbon neutrality.

The abbey printer has been certified under the European Commission's ambitious EMAS (Eco-Management and Audit Scheme) since the beginning of 2019. The decision to introduce the KODAK SONORA X Process Free Plate was made in summer 2019 as part of ongoing sustainability efforts. Prior to that, a so-called chemistry-free plate had been used, which had to be washed in a processor



From left, Dietmar Michel, prepress manager; Michael Blass, production manager; and Manfred Weidinger, digital sheet assembly and costing, stand next to the KODAK TRENDSETTER Q800 Platesetter with the renewed PSO certificate.

with a special clean-out finisher after imaging. By switching to the SONORA X Plate, it was possible to eliminate this equipment. The related consumption of clean-out chemicals, water, and energy was simultaneously eliminated, with the result that platemaking was not only more environmentally friendly, but also faster.

According to Michael Blass, production manager at Benedict Press, the transition to the KODAK SONORA X Process Free Plate was completed without a hitch. The prepress operators and printers were initially advised by a Kodak plate specialist, and other than replacing the old fountain solution no changes were necessary in production. "One key requirement we specified was that the plate should also be suitable for high-quality printing with a fine 300 lpi screen. The production of premium quality art and church guides, which we print with this screen using highly pigmented inks, is a flagship service of ours. We can do that superbly well with the SONORA X Plate," he explains.

Kodak's process free plate is employed on all four of the abbey printer's sheetfed offset presses. Apart from one five-color with a coater and one four-color with a perfecting option — both in 70x100 cm format — two smaller presses are also utilized. As recently as February 2020, the business was successfully recertified according to the Offset Printing ProcessStandard (PSO) (ISO 12647-2) — for the first time with the SONORA X Plate. Digital Printing ProcessStandard certification was obtained along with it.

Once the SONORA X Plate was established in production, Bene-

dict Press took the next step toward modernizing and streamlining its platemaking operations in fall 2019. The idea was to replace a 15-year-old KODAK TRENDSETTER Platesetter — where the plates still had to be manually loaded and unloaded — with a new CTP system.

"We're passionate TRENDSETTER users. That platesetter was the best possible publicity for Kodak because it kept going without any problems for all those years, and never once let us down," says Blass. "That's why we definitely wanted another Kodak. However, in order to make plate imaging more efficient — and our operators' lives easier — we were keen to invest in a fully automatic system that is also capable of in-line plate punching."

With this in mind, the abbey printer chose a KODAK TRENDSETTER Q800 Platesetter with KODAK SQUARESPOT Imaging Technology, equipped with the optional Single Cassette Unit (SCU) as well as an in-line punch. The printer has two plate trolleys for the SCU, each with a maximum capacity of 120 plates, including slip sheets. All of this adds up to an automated CTP process with the most popular plate sizes for the two large presses.

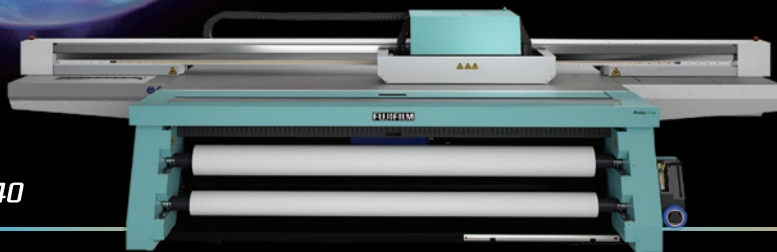
"We always consider the environmental aspects before making any investment decision, and thanks to the SONORA X Plate we're now completely chemistry-free all the way to the press," Blass says. "Our experience with the process free plate from Kodak has been entirely positive, and we wouldn't hesitate to choose it again. It's clear added value for us because we also claim to provide green, sustainable services." 🌱

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How Prioritizing Security Can Support In-plants in the New Normal

In-plants must implement proactive security measures designed to help them identify at-risk data, and help users implement data protection measures.

By Katsuhiro “Jerry” Matsufuji, VP and GM of Marketing, Business Information Communications Group, Canon U.S.A.

In today’s interconnected global community, data breaches and information security protocols are common factors across all facets of an organization’s technology operations. Now more than ever, it is imperative for in-plants to be equipped with strong security practices and solutions designed to help with data security.

In our current environment, it is vital for in-plant managers who are responsible for the organization’s printing technology fleet, from high-end production devices to multi-function printer (MFP) platforms, to address multiple areas of risk. These areas include device security, print security, document security, information security, and cybersecurity.

Production presses, multifunctional devices, and other office equipment may have contact outside of the network, thus potentially becoming a target for exploitation in the pursuit of breaching a company’s perimeter. Furthermore, in today’s hybrid work environment, it is increasingly critical for in-plant managers to control each step of the document’s journey, from the initial print command to the final output.

A single point of control — a console from which everything in the network is visible and accessible — can be the first step to monitoring and tracking data through an enterprise fleet and inventory of

in-plant devices. This begins with administrators having the control to authorize access to certain features and functions on the device by authenticating users at the printer or multi-function display, and can be accomplished by entering a PIN code or password, or using a proximity card.

Administrators should also extend this monitoring to include remote workers printing from home. For example, with uniFLOW online, IT professionals can connect compatible home printing devices seamlessly to the same print management tenant running in the enterprise, thus extending the ability to monitor devices to the home office.

Proactive Security Measures

As attackers find increasingly innovative ways to compromise systems and gain access to confidential information, protecting sensitive data both in transit and at rest is imperative for modern organizations. Long gone are the days of a reactive approach. In-plants need to implement proactive security measures that are designed to help them identify at-risk data, and can assist users in implementing data protection measures. Leveraging encryption can be a solid step toward assisting print providers in establishing a security posture, while additional layers of security can be added to documents in the form of passwords, digital watermarks, digital signatures, and “invisible” markers that only system administrators can detect.

Security vulnerabilities can be detected from several different areas in a company. Therefore, it is in the best interest of an organization, and its in-plant, to build a collaborative security strategy to help ensure all areas of a business’s workflow are included. A good way to

start is to establish a committee of stakeholders representing different lines of business, obtain executive leadership buy-in, and perform an exhaustive risk assessment to determine where to strike the balance of securing business processes while maintaining productivity.

Training is Key

In addition, the human aspect of the equation should not be overlooked or underestimated. Training employees to practice safe security measures is a key to data security. In fact, Canon’s 2019 Office of the Future survey finds that one in four IT decision makers believe employees have limited or no understanding of security threats or prevention. Once organizations have established procedures and solutions to help with security, they should provide ongoing, periodic training for employees to help keep employees aware of potential security risks. Additionally, they should educate employees on other precautionary tasks they should take, such as not downloading software from unverified third parties or clicking on email links from unknown sources.

As we look at securing the workplace with a holistic, layered approach — from implementing security features on devices, to the output from those devices, to the document repository and protecting information in any type of asset — it is crucial for organizations and in-plants to implement strong security solutions, and conduct necessary training for employees so they can be aware of common safety practices to help limit potential breaches. 🔄

This article originally appeared in the August 2020 issue of In-plant Impressions.

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Charting a Course Around Copier Contracts



For many in-plant managers, running the print shop isn't the only duty they have taken on. Managing the large and complicated printer/copier networks for the parent organization is a major component of their work. Here's what you need to know to navigate the next round of contract negotiations.

By Toni McQuilken, Senior Editor, Impressions Group, NAPCO Media

While it might not seem too difficult on the surface — choose a brand, set up a contract, install the equipment — the reality is that managed print networks are complex, and challenges start long before the printers and copiers are in place. Negotiating the right contract, for the right pricing structure, with the right technology is one area where many in-plants struggle.

With that in mind, here are a few things to consider before negotiating the next contract.

1. Timing the Terms

It might seem like the brand is the place to start when looking at copier or multifunction device (MFD) contracts, but the reality is that before even getting to that point, the in-plant first needs to think about time — specifically, how much time is left on current contracts, and how long the next contract should be.

Technology moves fast; every year updates are introduced that

improve productivity. For those who lock themselves into long lease terms, however, the technology may be so old by the end of their lease it will be nearly obsolete, and could cause problems with integration down the line.

Having a lease that needs to be frequently examined and renegotiated can also be a burden on in-plant management and might not bring any meaningful upgrades. Therefore, a balance must be found.

At the University of Regina, in Regina, Saskatchewan, Ray Konecsni, director of IS Customer Support Services for the university's Information Services unit, manages a fleet of more than 290 devices across the campus. He has found that a five-year contract seems to work best in terms of keeping up with technology, without burdening his staff or users.

"We've been with [Lexmark, through a local dealer] for 10 years now," says Konecsni. "It was initially a five-year contract, and we

went through a process with the vendor at that time and opted to renew. And now the second [renegotiation] has come, and we have to fish or cut bait.”

Dwayne Magee, director of Messiah College Press & Postal Services, in Mechanicsburg, Pa., has also found that five years is the sweet spot when it comes to finding that balance. He notes that five years ago, he made the decision to go from purchasing the units outright and “running them into the ground” to a managed contract, saving around \$50,000 per year, he estimates.

“A lot of our old equipment was outdated and couldn’t be networked,” says Magee. “Putting us into a lease saved a lot of money since I don’t need capital to replace them — we can just sign a new lease every five to six years. We originally signed for a five-year program, and last year we signed for another five years.”

Tip for Negotiation: Do not allow any vendor or dealer to add an auto-renewal clause to the contract. No matter what the time frame is, you will want to examine the contract, how it worked, what could be done differently, and whether or not the technology and services truly met expectations before rolling into a new contract. An auto-renewal clause could trap the in-plant into a contract that doesn’t serve the needs or the mission of the organization long-term.

2. Structuring the Request for Proposal

Once a reasonable time frame has been decided upon, the next step isn’t choosing a vendor or dealer — it is putting together a request for proposal (RFP).

Ideally, a minimum of three competing technologies and dealers

will be invited to submit proposals for the managed print services, and more should be considered if feasible. That is true if the in-plant is renewing a contract or is looking to move to managed print for the first time. The reality is, needs change and organizations evolve; just because one brand or dealer has worked well in the past doesn’t mean it will continue to do so in the future.

Konecsni notes that he spent between four and six months just developing the RFP, despite being happy with how the Lexmark technology has performed, and with the relationship he has built with both the OEM and dealer.

It took that long to develop his RFP, he notes, because “of all the things you want to put into a contract. This process eliminates some of the options, so we don’t have to assess umpteen million proposals, and then go through the whole response process, waiting process, testing different manufacturers and dealers, etc.”

He is also looking to leverage the buying power he could tap into by entering into a contract alongside a sister university. While he notes they haven’t “signed on the dotted line” for that setup yet, he looked at their master services agreement, which has similar terms to what he was looking for in his own.

“Say I agree to the basics,” explains Konecsni, “I can say ‘here is the number of devices we need.’ The other university had a choice of three manufacturers, where I only contracted with Lexmark. So theoretically, I could tailor our fleet and deploy the best of breed to suit a specific need. I’m not sure that we will do that, but if we go this route, it would enable us to do it.”

One essential part of any contract, notes Magee, is a

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actually used or not — and what the rates are if the organization exceeds print volume expectations. Do the costs scale? Do the rates go up, or alternatively do they go down on a cost-per-print basis with a greater volume? Are there different rates for color and black-and-white copies?

Also, if rate increase allowances cannot be completely removed from the contract outright, negotiate to keep them as small as possible, and explicitly spelled out. These provisions allow the vendor or dealer to increase the agreed-upon rates without re-negotiation, and could lead to a situation where the lowest-cost contract suddenly becomes one of the highest. Understand up front exactly when and how rate increases can happen, by how much, and whether or not

non-solicitation agreement. “Most vendors don’t just deal with copiers, but want to come in and do production work,” he warns. Make sure there is a structure in place to handle that, so the in-plant doesn’t find itself pushed aside. He notes that as a member of IPMA, he downloaded a non-solicitation agreement the organization keeps on file, and required the vendor to sign it as part of the negotiation process.

Tip for Negotiation: While it might seem like a lot of work, take the time well before the end of a current lease to examine the needs of the organization. Is more integration required? How do users access the equipment, and is another method needed? Does it need to tie into a broader workflow, or is the managed print kept separate? The better you understand exactly what your ideal managed print operation looks like, the more detailed your RFP will be, and the better ultimate contract you will be able to negotiate.

3. Structuring the Costs

Perhaps the single biggest element of a managed print contract isn’t the technology but how the copies are billed. Is it a flat rate? A cost-per-page? What happens if the organization exceeds the expected amount of print? What happens if there is less than expected? These are all questions that need to be explicitly laid out in the contract before it gets signed.

Konecsni notes that copier contracts can include a lot of hidden costs. “For a dealer or manufacturer,” he notes, “the cost per copy is where the money is made — they are not making any money on the device purchase. So, they will add the cost per page, and then things like administrative overhead for the billing cycle, or a component for replacing service fleet vehicles. They could add deployment costs, project management costs, etc. A potential customer should ask for a thorough breakout of all the costs, not just the toner and parts.”

Part of that process also needs to be getting a firm answer as to whether or not there are minimums the organization must meet each month — if it will be billed for that much print whether it is

there are automatic timed increases, or if they are based on factors such as usage or volume.

Tip for Negotiation: Most vendors and dealers would much prefer to present a single, flat pricing structure, with perhaps only a few major elements broken out, such as maintenance fees and consumables. Do not accept that contract. Insist on seeing a full itemized breakdown of exactly what the organization will be paying for, and don’t be afraid to negotiate individual elements of the fee structure, rather than just the overall cost-per-piece price.

4. Determine the Necessary Access

“The biggest mistake when we moved into a networked environment where students could print to cloud and then walk up to copier and release,” says Magee, “was that we had Toshiba technology for the black-and-white ePrinters that were a certain size, but for the desktops it was a Lexmark. So, we had different brands of copiers deployed during that first agreement, and had I known that, it would have been a red flag.”

He explains that while staff and students enjoyed being able to send a job to the cloud, and then retrieve it from any device on the network, having multiple brands meant having multiple print drivers, which in turn required that they specify up front which specific machine it would be released from.

“It wasn’t a ‘print anywhere’ situation like we hoped,” he notes. “It was a ‘you have to know where to use it’ situation, which we have since fixed. That was our biggest mistake in the first round.”

His experience highlights the need to determine what kind of access will be required long before choosing a technology. The equipment itself can be fantastic, producing beautiful prints for low costs, but if it is difficult for users to access and use, it will just lead to frustration on all sides. Not only that, but make sure the equipment — and the software driving it — integrates with other systems the organization uses.

For example, will users access print individually, using an ID

code? A keycard with an RFID chip? Will the system be department-based, rather than for individual users? Can a job be moved around the network, or only accessed at certain devices based on where it was sent from? Can print jobs be created from mobile devices, such as phones or tablets, or must they come from a computer on the organization's network? Can users with computers off the network, such as in a home office, send jobs to the copier network? Can devices such as USB sticks be used to send jobs to the machines? An argument can be made for — or against — all of these types of access, so knowing up front what the ideal situation would look like is key to ensuring the contract truly serves the best interest of the organization.

Tip for Negotiation: Don't just ask questions about how the job will be sent and accessed by users, but also how those jobs will integrate into the in-plant's own workflow systems. Even if the managed print operations are kept separate from production print jobs, the ability to track usage on a department, device, and user basis is a critical tool to ensuring the organization's contract is working as expected. This is the type of information that can be used when the time comes for the next round of negotiation to fine-tune the RFP and better meet the needs of the users. Don't just rely on a report from a dealer or vendor on volume, uptime, or usage.

5. Choose the Technology

Finally, once all other considerations have been examined and negotiated, it's time to choose the final product. In most markets, a vendor only has one authorized dealer for the in-plant to go through, which is why this should be the final consideration, not the first. While there are differences between the major brands, the reality is that all of them work in very similar ways, with many of the same options, upgrades, and services available. Locking the organization to a single dealer or technology might mean getting a less favorable contract than could have been obtained elsewhere.

Tip for Negotiation: Some of the larger brands — such as Xerox or Ricoh — will be more expensive, but will also provide much more robust service and maintenance. On the flip side, the lesser-known or smaller brands will have equitable technology, but will likely have service that will be slower, or less comprehensive, though they may be far cheaper overall. While cost is absolutely a major determining factor when all other variables are equal, don't be afraid to send out RFPs to both the large and small brands. If nothing else, this allows you to stay on top of the trends and pricing structures across the board, which can put you in a better negotiating position on whichever technology you ultimately decide will work best for your organization. ↻

This article originally appeared in the June/July 2020 issue of In-plant Impressions.

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Should You Invest in G7?

In-plants that have implemented G7 calibration methods can match color dead on, even when jobs are printed using different processes.

By Heidi Tolliver-Walker

In today's world of razor thin margins, every production advantage that gains you profitability is a win. The ability to achieve consistent color more quickly, especially across devices, is one of them. This is why increasingly more in-plants are choosing to implement the G7 standard.

Why G7? There are many ways to measure and standardize color (e.g., ICC profiles, SWOP, GRACol*, FIRST), but the variation in digital production, along with the variation in substrates and inks, makes precise, consistent color matching difficult to achieve. It is even more difficult across processes.

This is where G7 comes in. Developed by Idealliance, G7 defines gray balance in terms of tonality (lightness and contrast) and balance (neutrality). This creates parity among printing processes regardless of ink or substrate, and allows printers whether in-plant or commercial to adjust any press or printing system to a common neutral appearance.

This common neutral appearance is the basis on which consistent color is achieved. Consequently, G7 in-plants report being able to match color dead on, even when jobs are being printed using different processes, on different substrates, and at different locations.

"G7 gives us color consistency and process control that is difficult to get any other way," says California State Printer Jerry Hill, who oversees California's Office of State Publishing, in Sacramento. The operation prints to G7 standards on four of its main presses: its six-color, 40" Heidelberg sheetfed press, its eight-color, 38" Heidelberg M1000 web offset press, an HP 10000, and a Ricoh Pro VC60000 continuous-feed inkjet press.

What Is G7 Really?

While many associate G7 with commercial printing, Jordan Gorski, VP of global certification programs for Idealliance, says it has tremendous value to in-plants, as well.

"This value depends on how important consistent, accurate color is to your customers," Gorski explains. "How color critical are they? Who is making the decision that a job is good enough? Without a way to achieve consistent, objective, verifiable color, you cannot promise customers anything they can count on."

At California's Office of State Publishing, for example, Hill knows this all too well. Back when he was working in the commercial world, Hill won a food catalog project from a restaurant chain based on the importance of this consistency. Initially, although the chain knew the quality of the work produced by Hill's company, his competitor won the bid based on price, but then his competitor couldn't hit the colors.

"At that point, they came back to me and said, 'We should have given you the job to begin with,'" says Hill. This is why G7 is a must for him now. "Not having consistency is not a risk I want to take."

Color: Not Just An Opinion

Color consistency was also a driving factor in the University of Nebraska's decision to go G7. The Lincoln, Neb., operation is G7 qualified on all of its color printing equipment, which it uses to churn out pieces for University

of Nebraska campuses as well as outside entities like the State of Nebraska and the Department of Tourism. The in-plant is G7 qualified on its six-color 40" and 29" manroland presses, all of its digital color equipment (Canon imagePRESS 700/800s, a C8000VP, and a 10000), and its HP wide-format printers.

"Color should not be one person's opinion. It should be objective and factual," insists John Yerger, director of Printing Services. This is important for Yerger's shop because it runs color-critical jobs for 450 departments.

No Finger Pointing

If you qualify as a G7 facility, does this mean you must qualify all of your presses? No, you can choose to qualify every press or just certain devices.

"But the risk is that if you take the job and run it on another press and it doesn't match, customers will ask questions," notes Gorski of Idealliance. "That's when fingers start pointing."

At the California Office of State Publishing, G7 is used on all jobs, but it is important when jobs are spread across processes. Whether it's a reprint or a multi-component job split across offset and digital, the colors must match dead on.

"We've used G7 for years to give us quality control that goes across platforms from short run, to medium run, to long run," says Hill. "To meet that high level of consistency, our gray tones must always be in line."

G7 is also helpful when in-plants are outsourcing jobs (or components of jobs). By using only G7-qualified web press partners, Yerger has the peace of mind knowing that all of the colors will match, whether they are printed in-house or not.

"If we send it out to one of our partners, it must look the same as if we printed it here," says Yerger.

Who Needs G7?

While some shops use the full G7 qualification, others run to G7 standards for process control even without qualification. Allen Hancock College, in Santa Maria, Calif., is among them. In addition to its black-and-white Canon varioPRINT 140, it runs two full-color Canon devices, the imagePRESS C800 and C850, both of which are G7 qualified.

"Before G7, we were frustrated that we couldn't control color," says Gordon Rivera, supervisor of Campus Graphics. "We'd run a proof, the customer would approve it, and when we'd run the job, the color would be different. Now we can hit the approved colors each time."

In addition to the benefits for process control, G7 has another benefit, as well — it eliminates those uncomfortable conversations with customers who don't understand color.

"Our customers only understand color as what they see with their eyes," says Rivera. "They just look at it and say, 'This isn't my red,' even if their red is not achievable in the gamut of CMYK."

For some of the in-plant's more color-savvy customers, Rivera has brought them to laptops showing the color gamuts on his presses and said, "This is the color universe of what you can print. Your color is out-

side of here.' Sometimes it's an 'ah ha' moment for them," he explains.

Eventually, Rivera plans to start doing more commercial work, and he wants the in-plant to be fully G7 qualified. "If we can't provide a contract proof that says this is the color we will produce, we can't move to the next step of higher-end commercial work," he explains.

What's the Risk?

Despite its benefits, running to G7 can be an adjustment, especially if the change causes colors to shift from what customers were previously experiencing, so get ready for some growing pains.

However, the results are worth the effort. In addition to the consistency, G7 also saves money, including helping in-plants reduce waste, get up to color more quickly, and increase their revenues by allowing them to take on additional work.

But it is perhaps the benefit of eliminating risk that in-plants notice first.

"Even though it involves more time and expense, the risk isn't moving to G7," Hill concludes. "It's the risk of not doing it. If you have to reprint a \$100,000 job because it doesn't match the previous run, that's a high price to pay. We don't want to be penny-wise and pound foolish." 🔄

This article originally appeared in the May 2020 issue of In-plant Impressions.

HOW TO BECOME G7 QUALIFIED

If you want to qualify for G7, what does that entail? Here's a quick checklist:

Ensure your workflow can support G7. The architecture is different from traditional workflows. Think of it like the difference between standard and metric.

Hire a G7 expert or attend certification classes. Idealliance offers certification for G7 experts and G7 professionals who qualify as G7 master facilities. Print suppliers can hire certified G7 expert consultants or employ G7 experts on staff to maintain G7 alignment and submit G7 master qualification.

Pick your G7 expert. In-plants can qualify their own experts or hire consultants to handle the qualification and calibrations for them.

Allocate time for training. Certifying a G7 expert takes two to three days depending on whether it is a group program or a private one. Qualifying a plant depends on the number of devices being qualified and the workflow, but it usually takes no more than a week.

Allocate the resources. The cost for a G7 expert is \$2,500 for a two-year certification. For plant qualification as a G7 master, cost starts at \$800 for the first device, with the price going up for additional devices.

Get tested. Once qualified, the G7 expert calibrates the presses, runs test sheets, and submits them to Idealliance, which uses RIT's Printing Applications Lab (PAL) to approve the files. For in-plants wanting even more independent verification, Idealliance offers G7 Process Control, which requalifies the location quarterly.

Decide on a maintenance schedule. Once the in-plant achieves G7 qualification, make the most of it and keep the presses printing to G7. For some shops, this means calibrating presses once a week. For others, it becomes part of scheduled maintenance. For yet others, it's done on an as-needed basis.

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PRODUCT DEMO VIDEOS

Canon Discusses In-plant Opportunities During COVID-19

During the In-plant Forum at the PRINTING United Digital Experience, Randy Parr, marketing manager; John Kaufman, senior marketing specialist; Lann Tarrant, senior account executive-textiles; and Tim Saul, senior marketing specialist, Canon Solutions America, will speak with Chuck Werninger, senior manager, IT Administrative Services, at Houston Independent School District, about how large-format digital printing has helped his in-plant meet — and exceed — his district's expectations during the challenging circumstances that COVID-19 has brought in 2020.

In particular, there was a surge in demand for social distancing materials and other forms of signage since the pandemic started, prompting the company to adopt Canon's Colorado 64" roll-to-roll printer with UV gel technology to help support the demands of safely reopening the schools.

The Canon Colorado 1650 incorporates Océ FLXfinish technology, a new approach to LED curing that allows the operator to choose between a matte or gloss output for each individual print to achieve different finishes — without the need to change inks or media. Océ FLXfinish technology also enhances the performance with more porous media, including uncoated papers and soft signage materials, such as polyester textiles and silicon-edged graphics media, by enabling each ink droplet to be "fixed" immediately on jetting, preventing absorption by the substrate.



Expand Your Wide-Format Workflow with Roland DGA

Scott Burgess, application engineer, Roland DGA, will use this video demo to look at ways in-plants can expand versatility, while lowering costs at the same time. He will focus on three essential workflows where a TrueVIS VG2 Series Printer/Cutter can do exactly that, helping in-plants be more productive.

1. Bring work back in house. First, he will note that the same TrueVIS VG2 Series printer/cutter the shop might be using to produce banners or signage can also do double duty for things like floor graphics, stickers, decals, and more. The printer allows in-plants to design, print, and cut nearly any shape imaginable, increasing the variety of jobs that can be produced without needing to look for outside service.

2. Produce rigid signage. For in-plants that don't have the budget or floorspace for a large flatbed press, printing on vinyl and mounting it to a rigid board works just as well, and provides a way to expand the in-plants offerings, without needing to invest in any additional equipment.

20 | PRINTING United Digital Experience

3. Produce variable data jobs. The included software with the printer/cutter, VersaWorks, allows in-plants to drop in variable components without needing a separate file for each version. Projects such as personalized T-shirts, components with serial numbers, part numbers, or even images changing for each individual piece.

With just a single printer/cutter, in-plants gain access to a wide range of applications that cost far less to produce in house than to try and outsource, not only making the facility more nimble and ready to respond to any need the parent organization might have, but also see savings in the operating costs as well.

The TrueVIS VG2 series is available as either a 54" or 64" version, and incorporates a host of technological advancements. It uses Roland's TR2 eco-solvent ink, available in three different configurations with CMYK, plus additional light cyan, light magenta, light black, white, or orange. The ink choices allow for a wider color gamut and more color control.



Fujifilm Highlights the J Press 750S

During its PRINTING United Digital Experience video demonstration, Fujifilm executives will walk viewers through the benefits of upgrading to the third generation of the successful J Press product line — the J Press 750S. It is the fastest full-color B2 production digital inkjet press on the market, offering press speeds of 3,600 sph, for both static and variable jobs, and featuring a larger sheet size of 23x29.5", along with quality that is better than offset.

When quality matters, the J Press also features an in-line, real-time scanning system that makes automatic nozzle corrections on the fly and requires zero intervention from the Operator. ColorPath SYNC Brand Color Optimizer also allows users to quickly and accurately predict the entire Pantone library in only one minute.



Finishing the Job with Tecna Technology

From Tecna's office in Italy, Scott Peterson, product marketing manager, will speak to viewers about the Revolution 50 series of cut and

November 2, 2020 | digital.printingunited.com

stack finishing equipment. Tecna is a leader in feeding and finishing systems for high-speed inkjet presses, both continuous web-fed and sheetfed. Founded more than 30 years ago, the company offers a broad portfolio of solutions for an array of applications, giving in-plant printers the ability to produce books, booklets and manuals, brochures and calendars, postcards, letters, and statements.

The Revolution 50 series is capable of running at speeds up to 750 fpm, and is compatible with coated papers. The just-announced Stack 1212 also cuts and stacks heavy ink-coverage applications across a wide gamut of papers, but this time the focus is on sheetfed input, or more specifically B2/B2+ sheets. Peterson will also give the audience a sneak peek at another product that will be coming soon: the Splicer Roll 40 system, which gives continuous inkjet press users dual unwinders and dual rewinders to keep the press up and running.



C.P. Bourg Highlights the Benefits of its Solutions

Rather than focus on a single product, C.P. Bourg will walk viewers through the benefits that its line in finishing equipment can bring to any in-plant operation.

C.P. Bourg Technology enables its users to “do more with less.” That’s more work with less labor, less waste, and less time. The company develops automated perfect binding and booklet making technology for a broad spectrum of the printing industry, including traditional offset, digital toner, and inkjet workflows. C.P. Bourg pioneered many industry first’s including “Dual Mode” functionality, a feature that enables in-line (attached to a printer) finishers to also operate off-line, identical to any standalone bindery device. C.P. Bourg finishers have been designed to finish versioned, variable, and high value personalized products with “zero waste.” C.P. Bourg also developed scalable technology that enables users to add automation and features as workflows evolve.



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The NEW W+D BB820 has been developed on the platform of the well proven BB700. The BB820 will run sizes between a 7¾” and a 6” x 9½” and even a #14 at 20k - 25% faster than our BB700. The BB820 maintains all other key advantages of the W+D BB system platform - reliability, flexibility, read/print intelligence and integrity. W+D inserters have set the industry standard for the highest net productivity for complex intelligent direct mail and VBM ballot applications.



NEW! HALM i-Jet 2 Fastest Memjet inkjet overprint press

In a world rapidly increasing with more inkjet printing competition, SPEED, COLOR MATCHING and PRINT QUALITY will determine your real ability to grow your sales. With speeds of 32,000 env/hr. at 1600 x 1375 dpi this press enables users to make money on jobs from 1 to 200,000 pieces. See how you can get a 1 year ROI with this production class press.



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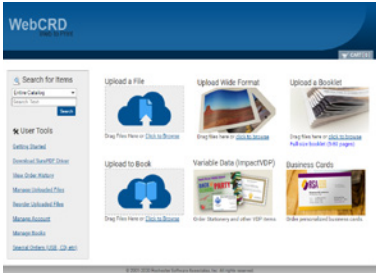
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PRODUCTS

Products included in this section were updated as of October 13, 2020. For additional products within this category and others, please visit digital.printingunited.com/new-products.

RSA WebCRD Web-to-Print

The new release of WebCRD Web-to-print and production management software increases flexibility. It offers more robust variable data capabilities with ImpactVDP that supports new value-added services, and enhancements that automate production processes to streamline workflow. Security updates support the latest industry standards.



C.P. Bourg Preparation Module

The C.P. Bourg Preparation Module (BPM) is designed for commercial and in-plant print production facilities. The BPM is a sheet converting system that allows print professionals to automatically divide large “parent” sized printed sheets into intermediate, form sized, or final sized sheets in-line at process speed between their printer/press and C.P. Bourg finisher.



Ricoh Ri 2000

Fast, easy, and built for business. The RICOH Ri 2000 delivers blazingly fast print speeds, thanks to a dual-carriage system that enables single pass printing. Features like automatic height adjustment and an included head cleaning jig make operation and maintenance easier than ever.



Duplo USA DC-618 Slitter/Cutter/Creaser

The fully automated DC-618 Slitter/Cutter/Creaser is Duplo’s compact yet powerful, precision finisher. With its ability to slit/cut/crease and perforate in a single pass, the DC-618 delivers professionally-finished applications up to 23 sheets per minute.



iJetColor 1175P

The iJetColor Pro 1175P is a high-speed envelope press that incorporates HP’s PageWide full-color thermal inkjet technology. The HP FI-1000 printhead generates full-color images using pigment-based, durable ink that is fade, scratch, and water-resistant.



Canon varioPRINT iX-series

The varioPRINT iX-series digital press combines stunning image quality and a wide media range with the high productivity and attractive cost-efficiency of inkjet printing. So, commercial printers can say “Yes” to virtually any job, based on the agreed turnaround time and price, resulting in more profit and more business.



Standard Horizon BQ-500 Perfect Binder

The Horizon BQ-500 Perfect Binder is designed for book-of-one productivity, increased automation, and increased quality control over a wider range of substrates compared to competitive models. The system features a 12.1" touchscreen for quick setup, an ergonomic design for operator-friendly production, and an enhanced delivery system for thin books. In a variable range of +/- 5mm, it can reach production speeds of up to 800 books per hour.



Konica Minolta AccurioPress C14000

Providing print quality and productivity, offering brilliant color, amazing media flexibility and the highest degree of automation, the AccurioPress C14000 is an investment that never stops working for you. Now, it has increased its efficiencies with more available options — a new long sheet paper feed, options for creasing and perforation, the Plockmatic PSQ160 bookletmaker and a Konica Minolta image controller. These new options can boost your business with new opportunities unimagined.



Mimaki USA UJV100-160 Roll-to-Roll UV-LED Printer

Mimaki USA's UJV100-160 asserts Mimaki's leadership in roll-to-roll LED-UV technology. With two newly developed printheads, high quality prints at high speeds are achievable, combining stability and productivity in a competitively priced unit. Equipped with LED-UV lights, it delivers instantly cured prints at 247 sqft/h in draft mode, eliminating the drying time required by other ink technologies.



Muller Martini Corp Primera Pro

The all-new 14,000 cph Primera Pro is an advanced and highly efficient saddle stitcher that can be used for small, medium, or large print runs. It features a revised operating concept, as well as a fully automated three-knife trimmer. Engineered to be digital ready for future opportunities.



Heidelberg USA Stahlfolder P-Stacker

The Stahlfolder P-Stacker is six-axis industrial robot that securely grips and autonomously places folded signature piles onto a pallet using sophisticated gripper technology. The P-Stacker is optimized to ensure zero marking as the signature piles are gripped and transferred to the pallet at a speed of up to 300 stacks per hour. With an intuitive interface, the P-Stacker ensures high productivity and efficiency and reduces the operator's workload, which allows the operator to focus on other tasks.



RMGT 970 10-Color Long Perfecting Press

The 970 is the newest member to the RMGT 9 Series family of presses that boasts more than 80 new installations in North America over the past six years. This game changing new press further consolidates RMGT's strength in the 8-up market sector that was created in 2005 with the introduction of the Ryobi 920 press. The new 8-UP+ (25x38") RMGT 970 was set to debut as part of RMGT's Assisting Your Potential drupa exhibition along with significant enhancements to the RMGT 10 Series press capabilities.





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