

# FinishLine.

■ **Customer Profile**

RPI of Seattle gets personal in print

■ **Ask the Expert**

Digital Feeding and Finishing with Johan Laurent

■ **News**

Standard Finishing teams up with internet folding guru



**Reischling Press, Inc.  
Streamlines Workflow  
to Meet Growing Demand**

See details inside...

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Reischling Press, Inc. "Team"



Robert Mitchell, Director of Operations (Front)

Production Staff (Left to Right)

Saul Mora-Gomez  
Terrol Cato  
Kevin Porter

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# Welcome

## Welcome to the Fall issue of the *FinishLine* newsletter.

Standard just wrapped-up another successful Graph Expo in Chicago, and we're more convinced than ever that print and finishing have an important future.

It's equally clear that print is now part of a broader media mix, challenging printers to keep products relevant and engaging. Nothing can match the feel and emotional pull of print, but some jobs call for more than stunning color and the perfect finishing touch.

This issue of *FinishLine* features QR ("quick response") codes, which are becoming popular for making print interactive. Simply download a free QR code reader to your smartphone, then scan QR codes throughout this issue to see various on-line videos.

Scan the QR code on this page to walk through Standard's new 8,000 square-foot National Customer Demonstration Center, which also includes eight specially-equipped rooms for advanced operator and technical training of customers, dealers and partners. Located just minutes from Boston, nearly every solution we offer is on display and ready-to-run.

Customers are the center of our business, so it's fitting that this issue spotlights another company who is using our equipment to move the industry forward. RPI (Reischling Press, Inc.) of Seattle, Washington has been helping companies deliver the highest quality personalized print products for over 30 years.

Our own Johan Laurent examines continuous feed digital printing, and how a new class of digital presses — and the paper handling they require — are impacting book manufacturing, statements, and other print segments. And "Folding Fanatic" Trish Witkowski pens a guest column highlighting her recent visit to Standard.

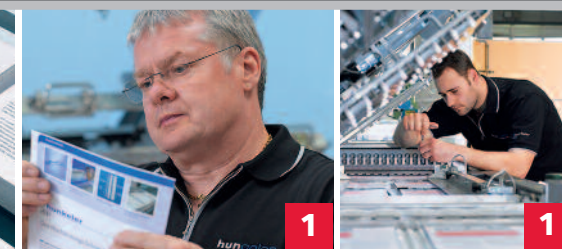
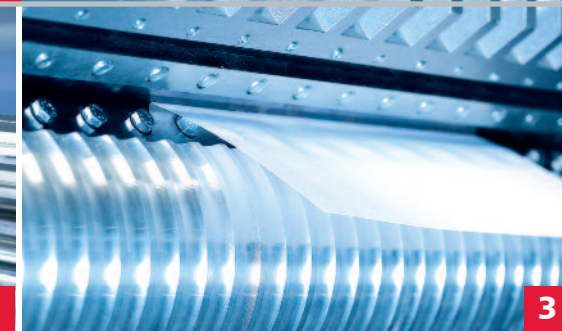
We also turn our attention to another key Standard supplier, Hunkeler of Switzerland. Hunkeler has been a Standard partner for over 15 years, but a global feeding and finishing thought-leader and market-mover for much longer. Hunkeler has deep graphic arts roots and (like Standard and many of our customers) is privately-owned and managed.

We've already made some changes to the *FinishLine* based on reader feedback, so please keep your comments coming. Our aim is to keep this newsletter useful, relevant and engaging for you — just like print should be.

David Reny  
Executive Vice President

FinishLine 11.2011

1. Hunkeler engineers ensure the highest quality throughout the manufacturing process.
2. In-line security for optimum accuracy provides ease of mind.
3. Innovative design and superior craftsmanship in every product.
4. Corporate Headquarters: Wikon, Switzerland
5. High-speed productivity.



## Excellence in Paper Processing

# Meet Our Suppliers!

In our last issue, we profiled Standard partner Horizon International of Japan, who supplies best-in-class, automated finishing equipment. Equally important to Standard's product portfolio is our feeding and finishing partner of over 15 years, Hunkeler of Switzerland, a leading global supplier of pre- and post-paper processing solutions for the mailroom, print-on-demand, data center, and transactional markets.



## Switzerland

Hunkeler's graphic arts roots trace back to 1922, and the company is now well-established as a leading provider of paper handling products for the high-speed digital print and integrated forms and labels markets. With longstanding experience in paper and print processes and a history of quality and innovation, the Hunkeler name has become synonymous with "excellence in paper processing" and is recognized worldwide for its precision engineering and unsurpassed reliability.

Hunkeler remains today as it began — an independent family business, owner-managed now by Stefan Hunkeler (third generation) as CEO and Franz Hunkeler (second generation) as Chairman. The

FinishLine 11.2011

company has newly-expanded corporate headquarters and ISO 9001-certified manufacturing facilities in Wikon, Switzerland (near Lucerne), with subsidiaries in Germany, Italy, and Hong Kong, employing a total of 250 people worldwide.

Hunkeler continuous-feed digital print solutions include high-speed unwinders, cutters, stackers, fan folders, plow folders, and rewinders — all designed to work in-line with today's most popular digital print engines including Canon, HP, Kodak, Océ, Ricoh, Screen, and Xerox. Hunkeler also provides modular web finishing systems for the production of multi-functional forms, creative mailings, intelligent RFID paper products and more. Hunkeler's close partnerships with leading print manufacturers, finishing suppliers, institutes, universities, and other specialists ensures a clear understanding of markets, technologies, and user needs.

"Since about 1980 we've been working very closely and effectively with manufacturers early in their printer development cycles, to bring complementary paper handling solutions to market quickly," says CEO Stefan Hunkeler. "This deep cooperation lets both parties leverage our respective expertise for the benefit of customers."

Huncolor-ready modules are one

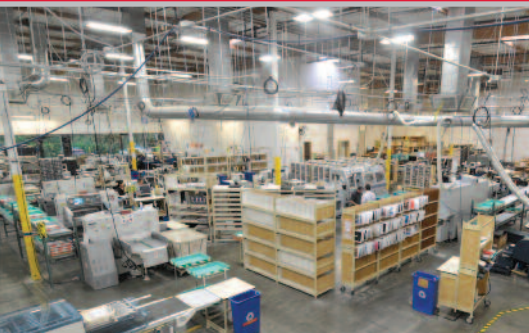
example of Hunkeler's preparedness for the future. Designed to meet the needs of the fast-growing continuous-feed toner and inkjet digital color markets, the Huncolor brand offers improved quality, greater flexibility, and a safe return on investment. Huncolor continuous-feed finishing solutions are specifically designed for extra-sensitive paper processing and can easily handle black-and-white or full color, light or heavy paper weight, in-line or off-line production. Most importantly, the lines offer investment protection.

Hunkeler further leads the industry as host and organizer of the Innovationdays event in Lucerne, Switzerland. Every two years, Hunkeler Innovationdays presents the most complete range of high-performance pre-press, digital printing, finishing, and mailing solutions under one roof and provides the ideal atmosphere for evaluating the latest digital printing and paper processing technologies. Planning for the next Innovationdays, scheduled for February 11-15, 2013, is already underway.

Scan this code with your mobile device for instant access to a live video from Innovationdays 2011.



<http://tinyurl.com/innovationdays2011>



### Streamlined Workflow Leads to Growth

Completely integrated with its customers' front-end Web-ordering systems, RPI manufactures all sorts of personalized consumer products, including note cards, notebooks, and invitations, posters, calendars, stationery, as well as photo books.



The Standard Hunkeler line consists of the UW6 unwinder, CS6-II cutter, SE6 separator, and an LS6 stacking module. Operators whisk perfect bound books from the Standard Horizon BQ-470 for final trimming.

Solely focused on make-on-demand consumer products

## Getting Personal with Print



RPI (Reischling Press, Inc.) relies on Standard Hunkeler and Standard Horizon technologies

to streamline workflow and meet the growing demand for personalized consumer products.

RPI, Seattle, has been in business for 30 years, which may not seem particularly noteworthy compared to other printing companies with deeper history. But what makes RPI's age intriguing is that the company is solely focused on make-on-demand consumer products — "since before there was a personalized products industry," according to the company's Web site ([www.rpiprint.com](http://www.rpiprint.com)).

RPI follows a business-to-business (B2B) model, and acts as the manufacturing arm for its clients — appearing nearly invisible to the print buyer until the product is shipped. RPI estimates that it is in partnership with more than 40-percent of the North American personalized, consumer print-on-demand retailers.

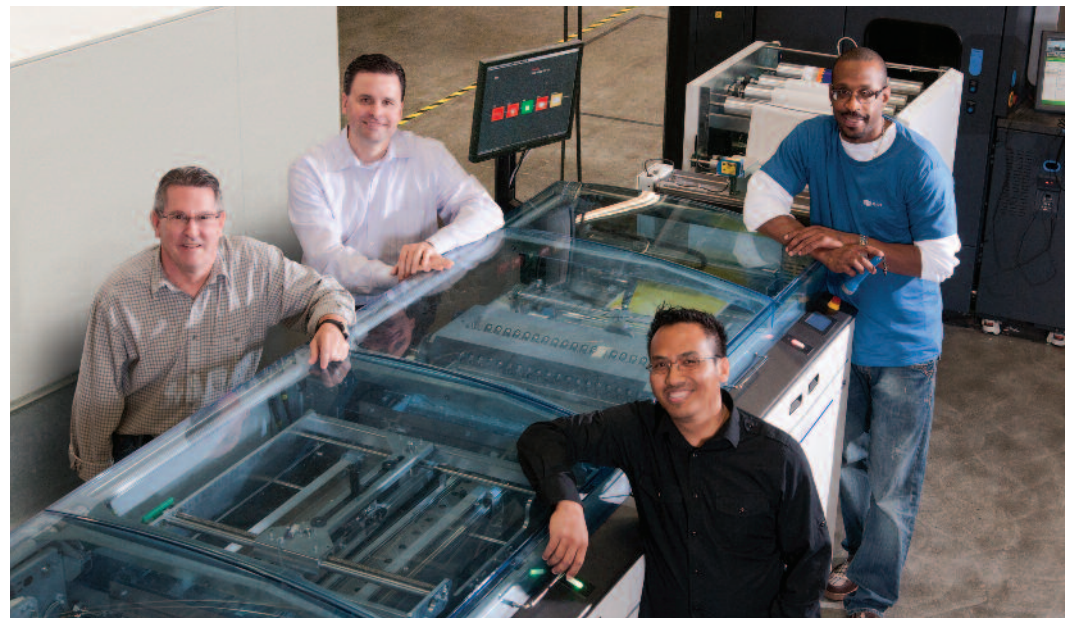
In August 2011, RPI acquired Paro Group BV (Paro Printing and Paro Books, subsidiaries of JP Media Group, Eindhoven, the Netherlands), creating RPI-Paro B.V., a wholly owned subsidiary of RPI.

Completely integrated with its customers' front-end Web-ordering systems, RPI manufactures all sorts of personalized consumer products, including note cards, notebooks, and invitations, posters, calendars, stationery, as well as photo

**We needed to automate further to make the process more repeatable and consistent.**

books, which Robert Mitchell, director of operations, says is one of the most popular products RPI produces. This year alone, it printed nearly one million photo books.

"It's the fastest growing segment right now," Mitchell affirms. "People want to create lasting memories, share their experiences, and tell their stories."



The RPI team (pictured left to right) Scott Wilson, Director of Manufacturing, Robert Mitchell, Director of Operations, Scott Ouk, Production Manager, and Terrol Cato, Press Operator

### Making the Memories

RPI deploys 18 HP Indigo digital presses under the roof of its 75,000-square-foot manufacturing facility.

"We have Hunkeler post-press equipment — specifically, the Standard Hunkeler POPP6, which is the back end of our HP Indigo W7200, a web device that we use in a four-over-four configuration, but is capable of up to seven colors," Mitchell notes. "It can duplex-print through to the Hunkeler, which then performs the rotary cutting, separating and stacking, to deliver the finished book blocks."

The Standard Hunkeler line comprises a UW6 unwinder, the CS6-II cutter, an SE6 separator, and an LS6 stacking module. Efficiency is of the utmost importance to RPI's leadership, according to Mitchell. The omnipresent need to be better, faster, and capable of handling growing demand for increased variation drives all investment decisions.

"We needed to automate further and make the process more

repeatable and more consistent," Mitchell confides. He cites RPI's Standard Horizon AFC-566 Folder with intelligent stacker, in-line with the Hunkeler cutter, as a transformational investment. The folder features a touch-screen control panel, the ability to store up to 200 job settings, and 17 pre-set fold styles. Setups for new jobs can take as few as 14 seconds, and throughput is speedy — as many as 40,000 sheets per hour.

**The omnipresent need to be better, faster, and capable of handling growing demand drives all investment decisions.**

"We use that primarily for our note cards and folded cards. It's been a great complement to our existing workflow, significantly reducing manual touchpoints. It's allowed us to scale and meet demand and growth. It's enabled us to be able to handle additional volume," he attests.

RPI also recently installed two Standard Horizon BQ-470 perfect binders, as well as two HT-30 three-side trimmers. The BQ-470s are fully automated and feature four clamps that travel on a vertical, elliptical track, with a 10.4-inch touch-screen for easy operator control. Interchangeable glue tanks allow RPI to apply either EVA or PUR adhesive, as needed, for books as thick as 2.5-inches. The binder can cycle at speeds up to 1,350 perfect bound books an hour.

A pair of Standard Horizon HT-30 three-side trimmers also keep RPI's workflow running at a fast clip. These near-line devices trim perfect-bound books — fresh off the BQ-470s — at speeds of up to 200 cycles per hour. Operators simply queue up 12-inches of books in the in-feed hopper; choose from up to 40 memory-stored jobs; and the books are automatically fed through the system.

"The ramp-up and training time for the Horizon equipment was quick. I was very pleased. And everyone here is excited about the new equipment, because it's so user friendly," Mitchell marvels.

When asked what drives RPI's decisions to invest in new equipment — either in the pressroom or finishing departments — Mitchell explains, "We're always looking for equipment that is consistent, repeatable, and has the ability to instantaneously help us achieve a better quality product — especially the binding. It also has to be easy to operate and not require a huge learning curve. Every piece of Standard Hunkeler and Standard Horizon equipment selected meets all of our criteria."



Nearly one million photo books printed this year alone.

Robert Mitchell, Director of Operations, RPI



Once the book blocks are created on the Standard Hunkeler line and bound on the Standard Horizon BQ-470 perfect binder, they are loaded into the HT-30 for unattended three-side trimming.



*Johan Laurent is the Hunkeler Business Manager for Standard Finishing Systems. In this role, he has worked with numerous companies to develop pre- and post-press finishing solutions that bring increased productivity and profitability to the rapidly changing digital print industry.*

### Tour Standard's New Demo Center

Trish Witkowski, internet folding guru, and George Vergilis, Standard Director of Sales, tour Standard's new 8000 square foot National Customer Demonstration Center in this newly released video. Visit <http://tinyurl.com/demo-center-tour> for a look at Standard's automated finishing solutions on display.



Ask the Expert: Johan Laurent, Hunkeler Business Manager, Pre/Post Processing

## The Changing Game of Digital Print

**?** How has the production digital print market changed over the past few years?

**Johan:** It's no secret that digital printing is gaining steady ground and that print is transitioning from offset to digital. Recent advancements in digital print adoption have been sparked by improvements in speed, productivity, substrate range, print quality and cost. Digital color printing, especially, is growing across all vertical markets and has opened the door to a broader spectrum of applications. The speed and quality of digital color is now at levels comparable to offset printing which makes it an attractive option for many applications.

**?** What are suppliers of feeding and finishing equipment doing to keep up with this pace?

**Johan:** As digital print continues to make strides, print finishing technology is doing an equally good job keeping up by offering more fully integrated and automated solutions, from feeding to printing to finished product. Today's customers demand fewer touchpoints and look to perform more complex finishing steps in-line — and manufacturers are delivering. For example, Standard suppliers, Hunkeler and Horizon, have partnered to create tightly integrated Roll-to-Inline Finishing solutions which can support going from white paper roll to a finished booklet or even finished book, with full variability.

Standard supplier Hunkeler also works in continuous cooperation with leading digital print manufacturers to make sure its pre- and post-solutions effectively support rapidly changing digital print technology. Hunkeler's Huncolor brand is a perfect example of this cooperation. Huncolor-ready modules are designed to meet the special handling requirements of digital color and feature extra-sensitive paper processing on a wide range of substrates.

**?** How are these changes affecting the major segments using production digital printing?

**Johan:** The book market is undergoing radical change, as book manufacturers face rapidly declining print runs (down to a single copy). This trend plays to the strength of digital, which can also let publishers monetize their back-list. Wider digital webs also change the game, producing more pages across the web for higher throughput, but requiring flexible finishing to produce quality book blocks. By coupling digital print with the right fast-changeover finishing and binding options, printers can profitably manufacture short and ultra-short book runs.

Direct mail production is another segment where digital color printing is tilting the field. Mailers are taking advantage of digital's highly personalized and variable capabilities coupled

with better print quality and full-color to make an impact in the mail. And, with finishing capabilities keeping pace, even highly complex direct mail pieces can now be executed in-line — from roll to print to value-added finishing processes in a single pass (see the profile on Action Mailers below).

For transactional printing, the combination of new, ultra-flexible perforating and punching systems with high-speed digital color allows print shops to eliminate pre-processed paper and move to a "white paper factory." In addition, their marketing departments can include highly customized transpromotional messaging on customer statements and invoices thanks to the flexibility provided by the new era of digital color printing.

**?** How are companies working through the decision to finish in-line versus off-line?

**Johan:** This decision is different for every customer depending upon their specific pain points and production requirements. Some look to minimize touch points and save on labor costs, which leads in the direction of in-line. Some value flexibility to handle a wide variety of jobs, which makes a near-line solution more attractive.

**?** Some of these are big-ticket systems. How do customers justify these capital investments?

**Johan:** These systems do pay off in the long run. The return on investment can be realized in the form of lower production costs and greater revenue. On the production side, companies will enjoy labor savings due to fewer manual touchpoints and less waste from set-up and changeover. On the revenue side, a streamlined production process will allow for quicker turnaround and more job throughput. Companies who invest in these solutions also open the door to new and unique business opportunities that otherwise may not have been profitable to them.

**Action Mailers, Inc.**, a major direct mail production company, recently added the integrated Standard Hunkeler/Horizon roll-to-sheet solution with chip-out and in-line folding to its Aston, Pennsylvania facility. Featuring the Standard Hunkeler UW6 Unwinder, CS6-II rotary double-cutter, FM6 plow fold/web merge module, and Standard Horizon AF-566F Digital in-line signature folder, the new roll-to-sheet line produces complex, variable-data direct mail pieces in one pass at 600 feet per minute. "The new Standard line has already increased productivity, especially due to the flexibility of the FM6 folder/merger," says Dan Dobbin, President at Action Mailers. "The configuration allows for a virtually endless combination of folds for our customers and has widened our direct mail capabilities."

Standard welcomes Trish Witkowski to its National Training and Demonstration Center

## Standard Teams Up With Fold Fanatic

Trish Witkowski, internet folding guru, partners with Standard.



Trish Witkowski and Standard Director of Sales, George Vergilis review Standard Horizon automated folders.

It was a gorgeous day in May when my train arrived at Boston's south station. I was so excited to tour Standard's National Demonstration Center, and grateful for the invitation. I'm not the typical customer-guest at their newly-remodeled facility. I don't buy their products because I don't manufacture printed materials. What I do is educate the graphic arts industry about the power of print and the many print finishing technologies and creative opportunities that are available today. I am an expert in folded materials for print, and I have a Web site called [foldfactory.com](http://foldfactory.com). At the core, we're a software company that creates dynamic templates for folded materials. However what I'm probably best known for personally is my popular video series called the "60-second Super-cool Fold of the Week."

Standard has been a loyal supporter of [foldfactory](http://foldfactory.com) for years now, and when I was looking to do a series of videos about finishing for digital print, Standard was game. They invited me out for a day of tours, demos and

videos and it was a blast! Here are a few highlights:

- We watched the conversion of multiple finishing products into one continuous line to create a direct mailpiece from web roll to finished product in a single pass.
- We checked out the CABS 6000 automated binding system and the pXnet shop floor data management software.
- We saw the BQ-470 flexible adhesive binding system with quick change EVA/PUR adhesive capabilities.
- And, of course we checked out the automated folders!

Speaking of folders, we spent some time on Standard's newer buckle-buckle folder running samples of a fairly tricky stepped accordion fold. I featured this sample in one of my "Super-cool Fold of the Week" videos which you can check out by scanning the QR code to the right. The Standard Horizon AF-566T4F is a fully automated folder, equipped with 6 buckles on the first station and 4 on the second station — which can be

added straight or at a right angle — for maximum application flexibility. As with all Horizon post-press products, this folder has "intelligent automation" built-in and features an intuitive, icon-based, 10.4" color touchscreen that displays all common fold formats and sheets sizes for easy selection. Most impressive are the ultra-quick changeovers and specially-formulated combination roller and scoring systems that handle sensitive digitally-imaged sheets without marking.

While at Standard, we also produced our first video together which is a general tour of the new 8,000 square foot national demo center. In the video, George Vergilis, Standard's Director of Sales, leads me through folding and near-line finishing solutions, perfect binding and saddlestitching, collating, data management and more. You can watch the tour by visiting: <http://tinyurl.com/demo-center-tour>. We also shot a series of shorter videos at several of the different workstations that we'll be releasing in the coming months.

### Print finishing technologies bring creative opportunities to the power of print.

You're going to start to see more of me in this publication — I will be bringing new ideas and content to you, so please watch for it. I hope to inspire you to try new things with print. I am also happy to take your questions/ideas and suggestions and will do my best to address them in upcoming editions of this publication. You can contact me at [trish@foldfactory.com](mailto:trish@foldfactory.com). Please indicate that you are a FinishLine reader.

SCAN THIS CODE WITH YOUR MOBILE DEVICE!



<http://tinyurl.com/super-cool-fold>

Standard's VIP Program brought in a steady flow of attendees interested in seeing the newest trends in paper handling and print finishing solutions at Graph Expo. Johan Laurent presented Hunkeler's new PF7 plow folder.



Two-Camera VIVA Inspection System Guarantees Document Integrity

# No Room for Error at Copy General

Copy General was founded in 1979 with two locations in the Washington, DC area, and now includes a separate company with over 50 facilities and 500 employees in four European countries. They are a progressive, all-digital company that employs state-of-the-art finishing to help maintain their leading edge.



Copy General President Ken Chaletzky reviews the VIVA inspection system with a StitchLiner operator.

One example is their recent investment in the Standard VIVA camera-based integrity system. A government contract required 100% integrity for variable data booklets with personalized cover letters. The job had been done using pre-printed shells that were variably imprinted black-only, but the process was prone to error: sometimes the wrong shell was used or pieces were assembled improperly.

Copy General proposed a new approach: variable full-color digital finished on a Standard Horizon StitchLiner 5500 equipped with a two-camera VIVA system — one to verify each sheet as it enters the StitchLiner, and a second to verify each booklet as it exits the system. Cover letters are also bar-coded to insure proper marriage of letter to booklet. VIVA records and tracks any rejected or errored booklet, and automatically generates a reprint. All cameras tie into a unified database, so VIVA can report the

status of any document at any time.

The contract helped justify their initial investment, and now they are able to offer this value-added service to other clients. Copy General has a long-standing relationship with Standard and local dealer Standard Graphics Mid-Atlantic. Both worked closely with Copy General on system integration, application testing, and operator training to insure a successful implementation.

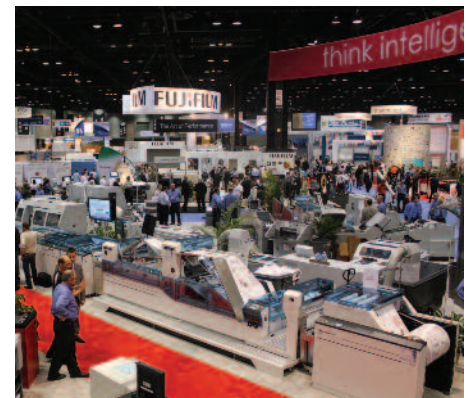
"Our Horizon machines — including our BQ-270 perfect binder — are workhorses and Standard is our first choice for finishing equipment," says Ken Chaletzky, President of Copy General. "The equipment runs and runs, with minimal service requirements. That keeps our business up, running and profitable."

Offset and digital print production workflows converge

# Graph Expo Delivers

At Graph Expo 2011, September 11-14 in Chicago, Standard presented a broad range of intelligently automated post press, paper handling and inserting solutions, including several North American premiers. Live demonstrations in Standard's 6,000 square foot booth emphasized complete solutions to help print service providers comprehend offset and

digital production workflows where printed rolls or cut sheets flowed into value-added finishing processes. Standard also demonstrated paper handling and finishing applications in partnership with industry-leading digital print manufacturers, including Hewlett Packard, Kodak, Konica-Minolta, Océ, Ricoh, Screen, and Xerox.



## Mark Your Calendar!

■ Graphics Canada	Toronto, Canada	Nov. 10-12	■ Drupa	Dusseldorf, Germany	May 3-16
■ Graphics of the Americas	Miami, FL	Mar. 1-3	■ Print Solutions	Baltimore, MD	June 4-6
■ Dscoop	Washington, DC	Mar. 22-24	■ BIA Conference	St. Louis, MO	June 4-6
■ National Postal Forum	Orlando, FL	Apr. 1-4	■ Book Expo America	New York, NY	June 5-7
■ Mailcom	Washington, DC	Apr. 15-18	■ On Demand	New York, NY	June 12-14
■ ITEX	Las Vegas, NV	Apr. 18-19	■ IPMA	Kansas City, MO	June 24-28