



### Streamlined Workflow Leads to Growth

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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

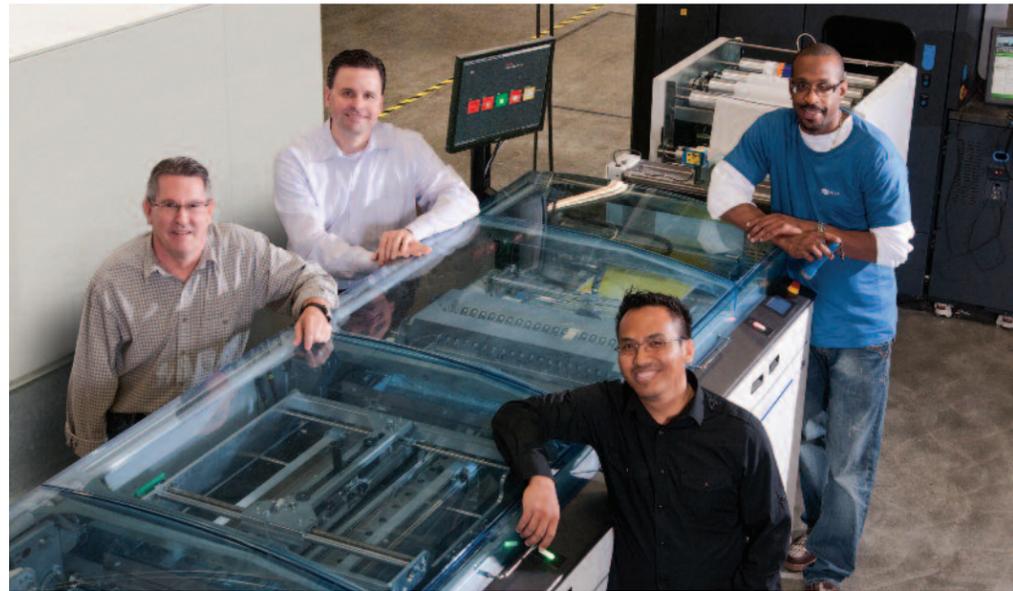


RPI (Reischling Press, Inc.) relies on Standard Hunkeler and Standard Horizon technologies

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.



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

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.

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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."

### 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.

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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.

"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.

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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."



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.